



Media Contact:

Kathryn Zaskorn
Director of Franchise Marketing
650-462-9501
kzaskorn@homecareassistance.com

Home Care Assistance Launches Kosher Care

The new Kosher Care program brings a Jewish perspective to the company's home care services and is designed in conformance with the laws and customs of Judaism

(Palo Alto, CA – October 15, 2014) – [Home Care Assistance](#), North America's premier provider of in-home care for seniors, is proud to launch a new program to better serve members of the Jewish community. In line with the company's reputation for high quality, personalized care, Kosher Care is designed to meet the needs of clients in conformance with the laws and customs of Judaism. Home Care Assistance caregivers are specially trained through the company's unique online training platform, Home Care Assistance University, in Jewish traditions, including holidays and keeping a kosher kitchen. To complement this program, Home Care Assistance has published a 42-page cookbook, which contains healthy and traditional recipes for the kosher home. Filled with delicious recipes suited for the major food-centered Jewish holidays such as weekly Shabbat, Rosh Hashanah, Chanukah, Passover and more, the book is a great resource for caregivers as well as clients who want to maintain a healthy diet.

"We believe it's important to continually develop cutting-edge training programs that give our caregivers the skills and tools needed to respect the preferences and traditions of our clients," said Lily Sarafan, President of Home Care Assistance. "Through our Kosher Care program, the Jewish community will be able to easily maintain a kosher lifestyle as they age, which will help them sustain a high quality of life."

Nationally recognized as a premier provider of live-in, around-the-clock care for seniors, Home Care Assistance prides itself on taking a proactive approach to health and wellness. The new Kosher Care program builds on the company's proprietary Balanced Care Method™, which is based on rigorously studied lifestyle factors that contribute to healthy longevity and is a core part of its caregiver training model. The Balanced Care Method is unlike any other care program with its holistic, personalized and research-based approach to longevity. This focus on overall wellbeing results in clients and caregivers reporting higher degrees of satisfaction and fulfillment, and is sure to continue setting the benchmark for excellence in the industry. For more information about Home Care Assistance or the Kosher Care program, please visit www.HomeCareAssistance.com or call [1-866-454-8346](tel:1-866-454-8346).

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the

evolving needs of older adults. A 2014 Franchise500® and Inc. 5000 Company, Home Care Assistance has received numerous industry awards including Entrepreneur's Fastest-Growing Franchises and Franchise Business Review's Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit homecareassistance.com or franchise.homecareassistance.com.