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Home Care Assistance Sonoma County Celebrates Grand Opening

To be held at the newly opened Home Care Assistance Sonoma County office on Wednesday, October 15th, the Grand Opening event will include a ribbon cutting by the Santa Rosa Chamber of Commerce and a presentation on the Cognitive Therapeutics Method™ – a Home Care Assistance-Exclusive program -- by Samuel Gontkovsky, PsyD, Director of Research and Development at Home Care Assistance

(Santa Rosa, CA – October 2, 2014) – [Home Care Assistance of Sonoma County](#), a leading provider of in-home care for older adults, is pleased to announce a grand opening celebration for its new office in Santa Rosa, California. Held on Saturday, October 15th from 4:00 PM to 7:00 PM, the event includes a ribbon cutting ceremony hosted by the Santa Rosa Chamber of Commerce and a presentation by Dr. Samuel Gontkovsky, a clinical neuropsychologist and Director of Research & Development at Home Care Assistance.

Dr. Gontkovsky will provide an engaging discussion around the benefits of “brain fitness” and regular cognitive stimulation for older adults and the **Cognitive Therapeutics Method™**, a non-pharmacological intervention program designed to keep older adults engaged and mentally sharp. Available exclusively to Home Care Assistance clients, the program consists of cognitively stimulating and meaningful activities that specifically target the primary cognitive domains of memory, executive functioning, attention, language and visual-spatial perception. These are fun and engaging activities, designed to be done together with trained caregivers at home.

Home Care Assistance Sonoma County provides non-medical home care services in communities throughout Sonoma County, on both an hourly and live-basis. By providing assistance with personal care, meal preparation, transportation, errands, companionship and more, Home Care Assistance caregivers help older adults to remain safely in their own homes, while offering peace-of-mind to the family members who love them.

Following the **Balanced Care Method™**, Home Care Assistance caregivers are trained to incorporate healthy eating and appropriate physical activity, while encouraging independence and fostering a sense of purpose, to improve the quality of life for the older adults in their care. Ongoing training for caregivers focuses on the Aging Process, Dementia Care, Alzheimer’s & Parkinson’s Disease Care, Hospital to Home Care, Hospice Care and much more.

Home Care Assistance Sonoma County is located at 170 Farmers Lane, Suite 11 in Santa Rosa, CA. **Visit www.HomeCareAssistanceSonomaCounty.com or call 707-843-4368 to learn more about the company’s services and to request a complimentary in-home assessment.**

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.