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## **Home Care Assistance Partners with Wish of a Lifetime to Grant One Lifelong Wish for a Special Senior**

*In line with the company's mission to change the way the world ages, Home Care Assistance's Wish Possible campaign is designed to foster respect for seniors by fulfilling the wish of a deserving elder*

**(Palo Alto, CA – October 6, 2014)** [Home Care Assistance](#), a leading provider of in-home care for seniors, has partnered with [Wish of a Lifetime](#), a non-profit organization dedicated to fostering respect and appreciation for seniors by granting life-enriching wishes. Both companies are committed to changing the way that society views aging and improving the quality of life of seniors across North America. To this end, Home Care Assistance is proud to sponsor one wish for a very deserving senior. Wish of a Lifetime has already fulfilled life changing wishes for over 950 seniors across the country. One such wish recipient was Tom, a man who had always been fascinated by cultures around the world, but was unable to travel because of his end-stage COPD. His wish was to visually "visit" various countries through postcards; he received nearly 3,000 postcards from all 50 states and more than 90 countries, which gave him the "courage to go on". A year and a half later, he is off of hospice and doing well. If you or a loved one is eligible to apply based on the criteria below, you can submit your "Wish of a Lifetime" to Home Care Assistance by visiting [www.HomeCareAssistance.com/wishpossible](http://www.HomeCareAssistance.com/wishpossible). **All wish submissions must be received no later than Tuesday, November 25th, 2014 at 5pm Pacific/8pm Eastern.**

"Because our companies' missions are so closely aligned, partnering with Wish of a Lifetime made perfect sense," said Lily Sarafan, President of Home Care Assistance. "We are very excited about this opportunity to live out our mission to change the way the world ages and give back to seniors."

In order to be considered, wish nominees must fulfill the following criteria. They must:

- Be a minimum age of 65
- Be a legal resident or citizen of the United States of America
- Be unable to fulfill the wish independently
- Be capable of experiencing the wish

- Not be convicted of a felony
- Be able to obtain approval from a doctor, if necessary

The Wish will be announced at the end of December. Depending on the nature of the wish, it may take anywhere from a few weeks to several months before it is granted.

“Through partnerships with organizations and socially responsible businesses like Home Care Assistance, we are able to touch the lives of many deserving seniors,” said Jillaina Wachendorf, CEO of Wish of a Lifetime. “We are grateful to have their help in changing the way our society views and values our oldest citizens.”

For more information about Home Care Assistance’s Wish Possible campaign, or to nominate yourself or a loved one, visit [www.HomeCareAssistance.com/wishpossible](http://www.HomeCareAssistance.com/wishpossible) or pick up a copy of the Wish application from your local Home Care Assistance office.

## **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](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com).

## **ABOUT WISH OF A LIFETIME**

Wish of a Lifetime™ fosters respect and appreciation for deserving seniors by fulfilling their life-enriching Wishes. Founded in 2008 by two-time Olympic skier, World Cup gold medalist, entrepreneur, and former NFL football player Jeremy Bloom in living honor of his grandmother, Wish of a Lifetime has made over 900 Wishes come true for seniors in all 50 states and the District of Columbia. The organization aims to create a positive shift in the way society views and values aging by sharing the stories of its inspiring Wish recipients with those of all generations. After experiencing a wish, 93 percent of Wish recipients stated they felt their quality of life improved and 76 percent said they felt their overall health improved. To learn more about the organization or to help fulfill a senior’s Wish visit [www.seniorwish.org](http://www.seniorwish.org)