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## **“Honor Your Living Legend” Contest Winners Announced**

*Home Care Assistance named Colonel Joe F. Cotton and John Madden as winners of its Honor Your Living Legend campaign, designed to recognize lifetime achievements of inspirational seniors across North America*

**(Palo Alto, CA – November 11, 2014)** – [Home Care Assistance](#), North America’s premier provider of in-home care for seniors, is proud to announce the first round of winners of the company’s Honor Your Living Legend campaign. Honor Your Living Legend provides a platform for family members and friends to recognize the lifetime accomplishments of their aging loved ones. By submitting stories and photographs, which are shared publicly on [HonorYourLivingLegend.com](#) and through social media, people can show their appreciation for the older generation and their contributions to the community. Living Legends can be publicly acclaimed or individuals who have influenced others’ lives in less high-profile ways, such as a mother who taught her children to read or an entrepreneur who spent his weekends volunteering. On a regular basis, the Home Care Assistance team will review submissions and select exemplary individuals to be entered into a drawing for prizes valued between \$50 and \$1,000. Prizes are catered to the preferences and lifestyle of each winner and are meant to be enjoyed by both the Living Legends themselves and the loved ones who nominated them. This month Home Care Assistance recognized Colonel Joe F. Cotton, a test pilot and U.S. Air Force retiree, and John Madden, a devoted father, for their inspirational stories.

“The Honor Your Living Legend Campaign recognizes individuals who have touched others through their service, support and wisdom,” said Kathy Johnson, Founder and CEO of Home Care Assistance. “We are thrilled to honor Colonel Cotton, who has served this country in the U.S. Air Force, and John Madden, who served as a role model for his daughter, a story that touched me personally as my own relationship with my father inspired me to start Home Care Assistance.”

Colonel Joe F. Cotton, nominated by his daughter Connie, had an impressive flying career and is somewhat of a celebrity in the world of aviation, best known for being the chief test-pilot of the XB-70 “Valkyrie” flight test program. With over twenty-six years of service in the Air Force and thirteen years flying for United Airlines under his belt, he has flown over 80 different types of aircrafts with a total flight time of 16,000 hours. As a highly experienced pilot, he has been recognized with numerous honors such as Pilot of the Year and the Air Medal, among others. His character and drive make him a Living Legend.

John Madden was nominated by his daughter, Jackie. As a father, he always stood by her side, unwavering in his support and admiration. He consistently gave sage advice from when to check the oil in the car to how to lick an envelope. His morale and dedication to the Catholic faith inspired his daughter to lead an

honest, spiritual life. Nothing is quite as strong and unique as the father-daughter bond, and that is evident in the powerful love seen between John and Jackie.

The second round of drawings will take place in March of 2015.

For more information about Home Care Assistance or the Honor Your Living Legend campaign, please visit [www.HomeCareAssistance.com](http://www.HomeCareAssistance.com) or [www.HonorYourLivingLegend.com](http://www.HonorYourLivingLegend.com), or call 1-866-484-8346.

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