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Home Care Assistance of Toronto Launches Cognitive Stimulation Program, The Cognitive Therapeutics Method™

Steve Darley of Home Care Assistance of Toronto will be hosting an exciting event to educate the public on the proprietary Cognitive Therapeutics Method, an in-home activities program designed to boost brain health

(Toronto, ON—January 5, 2014) [Home Care Assistance of Toronto](#), a leading provider of in-home care for seniors, is proud to host an event to mark the launch of the Cognitive Therapeutics Method™ in the Ontario area. During the January 29th event, Steve Darley, owner of Home Care Assistance of Toronto, will discuss the proprietary science-based cognitive stimulation program that can be administered one-on-one in the comfortable home environment. There will also be a presentation by Sandra McCurbin, the iPod Project Coordinator at the Alzheimer's Society Toronto.

"We are thrilled to be hosting such an informative and exciting event," said Steve Darley. "We will be giving a live presentation of various activities that make up the Cognitive Therapeutics Method program and look forward to the attendee feedback. We are also honoured to have Sandra McCurbin from the Alzheimer's Society presenting on the Music and Memory iPod Project and sharing information about the current impact that Alzheimer's has on Canadian's as well as in the future."

The event will be held on Thursday, January 29, 2015 at 6:00 PM and will be located at the Home Care Assistance office which is located on 355 Eglinton Avenue West in Toronto, Ontario. Please RSVP by contacting Norma Armas Lewis at narmaslewis@homecareassistance.com by January 19th. Healthy hors d'oeuvres and light refreshments will be served.

Home Care Assistance offers the Cognitive Therapeutics Method™ (CTM) as an innovative approach to brain health. Developed by an expert team and based on scientific research, CTM activities target the five primary cognitive domains (e.g., memory, executive functioning, attention, language and visual-spatial perception) as well as non-cognitive domains to boost mental acuity, prevent cognitive decline and improve overall quality of life. While these types of programs have typically been reserved for clinical settings, CTM interventions are administered in the home where nine out of ten seniors prefer to live out their lives.

To learn more about Home Care Assistance of Toronto, please visit www.TorontoHomeCareAssistance.ca or call at 416-488-8777.

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 www.homecareassistance.com.