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## **Home Care Assistance Now Serving Santa Barbara Seniors**

*Senior care leader opens new office in Montecito, CA to meet growing demand for in-home care services in Santa Barbara and surrounding areas*

**(Montecito, CA – January 26, 2015)** - Home Care Assistance, a leading provider of non-medical, in-home senior care, is thrilled to announce the opening of its' newest office in Santa Barbara, California, located at 1165 Coast Village Road, Suite B. This latest addition to the Home Care Assistance network will serve the Santa Barbara community, adding to the strong presence Home Care Assistance has already established in Southern California, with offices serving the greater Orange and San Diego counties.

"I am excited to introduce Home Care Assistance to Santa Barbara seniors as the premier service provider of in-home care," said Marilyn Berman, Director of Client Care for Home Care Assistance Santa Barbara. "Our mission is to change the way the world ages through innovative programs such as our Balanced Care Method™, which is based on the scientifically studied lifestyles of the longest living people on Earth, and our Cognitive Therapeutics Method™, an activities-based program designed to stimulate the brain and delay the onset of cognitive decline. I am eager to introduce these programs and the many other ways we bring high-quality care services to the Santa Barbara senior population."

As Director of Client Care, Marilyn Berman brings passion, expertise and over 17 years of professional experience to help seniors and their families navigate their home care needs. She recently served as an Eldercare Consultant for the Central Coast in Ventura, Santa Barbara and San Luis Obispo. Before that she worked with seniors in both the home care and senior residential settings as well as cared for older adults with cognitive impairment. Marilyn's understanding of the needs and challenges of families and seniors in transition, her expertise in long-term care options, along with her compassionate disposition, make her an invaluable resource for Santa Barbara seniors, their families and professionals.

To schedule a free in-home assessment, or for more information about Home Care Assistance of Santa Barbara, please visit [www.HomeCareAssistance.com/38/Santa-Barbara](http://www.HomeCareAssistance.com/38/Santa-Barbara) or call 805-680-8457.

### **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).