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## **Home Care Assistance Prescott Walks to Support the Alzheimer's Association**

*In line with their mission to change the way the world ages, Home Care Assistance participated in the Walk to End Alzheimer's to raise awareness around Alzheimer's care and prevention*

**(PRESCOTT, AZ – OCTOBER 22, 2015)** – [Home Care Assistance Prescott](#), the premier provider of in-home care, participated in the Walk to End Alzheimer's on Saturday October 17<sup>th</sup> at Courthouse Plaza. Home Care Assistance prides itself on being a positive contributor to the communities it serves with a focus on social responsibility and education around topics related to aging, wellness and quality of life. By participating in the Walk to End Alzheimer's, Home Care Assistance hoped to join in the effort to raise awareness around Alzheimer's care and prevention.

"Even with the heavy rain and wind, the entire staff of Home Care Assistance had a great time on the three mile walk last Saturday. It was a good opportunity to bond and share experiences with others affected by this disease," said Carol White, Owner and CEO of Home Care Assistance of Northern Arizona. "We are proud to support such a worthy cause and contribute our effort to support the search for a cure for Alzheimer's."

Worldwide there are currently 47.5 million people living with dementia and by 2050 this number is expected to triple. Alzheimer's disease, the most common form of dementia, currently affects six million people in the United States and Canada. Currently there is no cure for the disease but treatments for symptoms and interventions to slow disease progression are available, improving quality of life for Alzheimer's sufferers as well as their caregivers.

To this end, Home Care Assistance developed the [Cognitive Therapeutics Method™](#), a cognitive stimulation program that uses fun yet effective activities to promote brain health as well as delay the onset and slow the progression of symptoms of cognitive decline. The program focuses on cognitive activities that target the five primary cognitive domains as well as coping strategies, sensory engagement, social skills, recreation, exercise and diet to enhance quality of life. Home Care Assistance caregivers are trained in the Method so that clients receive one-on-one mental stimulation as well as support with basic care and activities of daily living.

Money raised from the Walk to End Alzheimer's will fund mission-related initiatives of care, support, and research for the Alzheimer's Association. Designed not only as a fundraiser, the walk also raises awareness around Alzheimer's in the Prescott community and surrounding areas. The Desert Southwest

Chapter of the Alzheimer's Association was present at the event and provided information about Alzheimer's disease, ways to support programs and services, as well as opportunities to get involved with the cause through advocacy initiatives and clinical trial enrollment.

For more information about Home Care Assistance of Prescott, visit [www.HomeCareAssistancePrescott.com](http://www.HomeCareAssistancePrescott.com) or call 928-771-0105 to speak with a care manager. The office is located at 333 N. Montezuma Street, Suite 110, in Prescott, Arizona.

### **ABOUT HOME CARE ASSISTANCE**

Home Care Assistance is the leading provider of home care for seniors across the United States, Canada and Australia. 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 2015 Inc. 5000 and Franchise500® 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).