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Home Care Assistance Palm Desert to Conduct Educational Series on Boosting Brain Health

Home Care Assistance's six-part Mind Fit Series at Caleo Bay will focus on enhancing brain health through various lifestyle factors including cognitive activities used in the company's proprietary Cognitive Therapeutics Method™

(Palm Desert, CA—February 18, 2016) [Home Care Assistance Palm Desert](#), a leading provider of in-home care for seniors, is excited to announce that it will be hosting a fun and informative six-part series in partnership with Caleo Bay Alzheimer's Special Care Center in La Quinta, California. Led by Home Care Assistance's brain fitness expert and Cognitive Therapeutics Interventionist Janetta Rhoades, The Mind Fit Series: Activities to Boost Brain Health will cover proactive ways to enhance cognitive functioning, including activities used in the [Cognitive Therapeutics Method™](#), a science-based cognitive stimulation program. The series will kick-off on Wednesday, March 2nd, with subsequent sessions every Wednesday from 6.30 pm to 7.30 pm through April 6th. This event is open to all seniors free of charge. Family members and caregivers are welcome to attend. Because seating is limited, registration is required. **To register for the event please call 760-771-6100 or email wendy.gerbrands@jeaseniorliving.com.**

"We are really looking forward to launching the Mind Fit Series at Caleo Bay in La Quinta," said Nikhil Mehta, Chief Executive Officer at Home Care Assistance. "Feedback from series attendees in other parts of the country has been overwhelmingly positive with individuals reporting that they not only thoroughly enjoyed doing the activities but also felt the activities positively challenged their minds."

Just like the body, the brain experiences changes in structure and function as a result of aging. While this is typical for everyone, there are positive lifestyle changes you can make to keep your mind sharper for longer. The Mind Fit Series, based on Home Care Assistance's Cognitive Therapeutics Method™, draws upon existing research on enhancing mental acuity throughout the lifespan and introduces activities in a fun and engaging group format.

"We are excited to provide these sessions to the community as part of our quarterly brain health series," said Wendy Gerbrands, Area Community Resource Director at Caleo Bay Alzheimer's Special Care Center.

Below are the different sessions that make up the six part series:

March 2: Social reminiscence, Current Events, Chair Stretches, Create a Healthy Snack

March 9: Family Feud, Pictionary, Advice Column

March 16: Trivia, Name that Tune, Logo Identification, Geographical Recall

March 23: Writing, Scrambled Sentences, Word Bingo, Alphabet Soup

March 30: Take Away, Letter Counting, Design Recreation

April 6: Magnify, Entangled Figures, Visual Puzzles

With a mission to change the way the world ages, Home Care Assistance helps seniors live well at home through innovative offerings such as its proprietary [Balanced Care Method™](#), which emphasizes scientifically-studied lifestyle behaviors of the longest-living people on Earth, and the [Cognitive Therapeutics Method™](#), an activities-based program designed to boost mental acuity as well as delay the onset and progression of cognitive decline. Committed to community education on topics related to healthy longevity, the company has also authored an award-winning senior wellness book series, which is comprised of seven books, including *The Brain Boost: A Practical Guide to Brain Health*, *Mind Over Gray Matter: A New Approach to Dementia Care* and *Hospital to Home Care: A Step by Step Guide to Providing Care to Patients Post Hospitalization*, among others.

To learn more about Home Care Assistance and how they are changing the way the world ages, please visit HomeCareAssistancePalmDesert.com or call 760-345-0001. Home Care Assistance Palm Desert is located at 39620 Washington Street, Suite D in Palm Desert, CA.

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 2016 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.

ABOUT COGNITIVE THERAPEUTICS

Cognitive Therapeutics is the scientific division of Home Care Assistance. The Cognitive Therapeutics Method was developed based on scientific research pointing to non-pharmacological interventions as a way to slow cognitive decline and is the first program of its kind to promote increased daily functioning through cognitive rehabilitation in the familiar home environment. The goal of the Cognitive Therapeutics Method is to improve quality of life as well as to delay the onset of new symptoms and slow the progression of existing symptoms of cognitive decline. Home Care Assistance caregivers are trained to administer activities in the Cognitive Therapeutics Method to keep clients engaged and mentally sharp. For more information about the Cognitive Therapeutics Method, visit www.CognitiveTherapeutics.com.

ABOUT CALEO BAY ALZHEIMER'S SPECIAL CARE CENTER

Caleo Bay Alzheimer's Special Care Center is nestled in the beautiful desert community of La Quinta, California, with breathtaking views of the mountains and desert—offering specialized care for those with Alzheimer's disease and related dementias. We are committed to recognizing and understanding the unique and ever changing needs of persons with memory loss. Our resident program, Meaningful Moments, provides much needed feelings of safety and comfort to our residents by incorporating past routines and preferences established prior to the disease into their lives each day. Caleo Bay is a JEA Senior Living Community, experts in providing care and support to those living with or affected by all types of memory loss. For more information about Caleo Bay and our Meaningful Moments resident program, visit: www.jeaseniorliving.com/laquinta.html .