



Media Contact:

Kathryn Zakskorn

Direct of Franchise Marketing

650-462-9501

kzakskorn@homecareassistance.com

Home Care Assistance to Host Educational Series on Boosting Brain Health

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

(Dayton, Ohio – February 16, 2016) [Home Care Assistance of Dayton](#), 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 at the Alzheimer's Association. Led by Home Care Assistance's brain fitness expert and Cognitive Therapeutics Interventionist, Jennifer Couch, 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 Friday, March 4 with subsequent sessions on Fridays. This event is open to the public, free of charge. To RSVP for the series, please call 937-353-7997.

"As part of the Alzheimer's Workplace Alliance, I am really looking forward to launching the Mind Fit Series at the Miami Valley Chapter of the Alzheimer's Association" said Jennifer Couch, Client Care Manager at Home Care Assistance. "Feedback from series attendees from our last series at the Beavercreek Senior Center was overwhelmingly positive, with individuals reporting that they not only thoroughly enjoyed doing the activities but also felt the activities positively challenged their minds."

Krissi Fedkow, Lead Coordinator for the senior center, was thrilled about this opportunity last fall. "I feel it is very important for anyone, especially seniors, to keep their minds active and to continue to learn new things," said Krissi.

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.

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

March 4: Social reminiscence, Current Events, Chair Stretches, Nutrition and Brain Function

March 11: Family Feud, Pictionary, Advice Column

March 18: Trivia, Name that Tune, Logo Identification

March 25: Word Bingo, Take Away, Price is Right

April 1: Product Slogans, Word Blast, Real World Oddities and Mysteries

April 8: Conversation Starters, Scattergories, 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 www.HomeCareAssistanceDayton.com or call 937-353-7997. Home Care Assistance of Dayton is located at 6109 Far Hills Avenue in the Washington Square shopping center by Dorothy Lane Market. The office is conveniently located right across the street from the Alzheimer's Association: Miami Valley Chapter.

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 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.