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Home Care Assistance “Goes Purple” in Honor of Alzheimer’s Awareness

The leading provider of in-home care and industry expert in brain health is taking the “Purple Pledge” -- raising funds and hosting an event to promote awareness, support of the millions worldwide living with Alzheimer’s disease

(Palo Alto, CA – June 1, 2016) Today, [Home Care Assistance](#), the leading provider of in-home care for seniors across the United States, Canada and Australia announced that the company will “go purple” for the month of June in honor of Alzheimer’s and brain awareness. The company’s [website](#), [Facebook page](#) and [Twitter handle](#) have all been painted in purple to raise awareness for the close to 50 million people worldwide living with the disease. The industry leader in brain health will also be hosting an event with the Alzheimer’s Association at the company’s new Minneapolis office on June 20th to celebrate [The Longest Day](#), one of the organization’s biggest fundraisers of the year. Donations and a portion of the event’s proceeds will help support the local chapter of the Alzheimer’s Association.

Today, Home Care Assistance CEO Lily Sarafan made the following statement:

“Alzheimer’s disease affects nearly 50 million people worldwide, and over 15 million family members provide some level of Alzheimer’s or dementia care. Home Care Assistance is proud to ‘go purple’ in honor of Alzheimer’s Awareness Month. Caring for a loved one with Alzheimer’s can be a physically and emotionally draining experience. We salute all the caregivers that make tremendous sacrifices to care for our loved ones suffering from Alzheimer’s.”

The June 20th event in Minnesota will include demonstrations from the Home Care Assistance’s [Cognitive Therapeutics Method](#), an effective activities program designed to promote brain health, along with experts from the Alzheimer’s Association discussing the latest in Alzheimer’s research. Home Care Assistance is also the exclusive caregiving partner for Maria Shriver’s [MOVE FOR MINDS™](#) experience that supports cutting edge research on women’s brain health and Alzheimer’s.

Home Care Assistance’s mission is to help seniors live well at home through innovative offerings such as 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 brain health, the company has authored an award-winning senior wellness book series, which is comprised of seven books, including *The Brain Boost: A Practical Guide to Brain Health*, and *Mind Over Gray Matter: A New Approach to Dementia Care*. Home Care Assistance is also an Alzheimer’s Early Detection Alliance (AEDA) Champion and a leading expert in live-in care.

The company will be using the hashtags #GOPURPLE and #ENDALZ throughout the month.

For more information about Home Care Assistance, please visit them online at www.HomeCareAssistance.com or call 1-866-454-8346.

ABOUT HOME CARE ASSISTANCE

[Home Care Assistance](http://www.HomeCareAssistance.com) 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 daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 Franchise500®, Inc. 5000 Company and one of the [50 fastest](#) growing women-owned companies worldwide in 2016, Home Care Assistance has received numerous industry awards including Entrepreneur's Fastest-Growing Franchises and Franchise Business Review's Top 50. The company was recognized as a [2016 Endorsed National Provider](#) by the home care industry's leading research firm, Home Care Pulse. Home Care Assistance CEO Lily Sarafan was also named Health Care Executives' [2016 Woman of the Year](#). For more information about Home Care Assistance, our services and franchise opportunities, visit <http://www.homecareassistance.com>.