



Media Contact:

Megan Heinen
Director of Marketing
650-462-9501
mheinen@homecareassistance.com

EY Names Home Care Assistance CEO Lily Sarafan a 2016 Entrepreneur Of The Year® Finalist

Home Care Assistance is proud to announce that CEO and President Lily Sarafan has been recognized as a finalist for her leadership and innovative approach to aging services

(Palo Alto, CA – June 9, 2016) EY announced today that Lily Sarafan, CEO of [Home Care Assistance](#), is a finalist for the 2016 EY Entrepreneur Of The Year® Award. The awards program, which is celebrating its 30th year, recognizes entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. Sarafan was selected as a finalist by a panel of independent judges from multiple industries. Award winners will be announced at a black tie gala event on Friday, June 24th at The Fairmont San Jose.

EY Entrepreneur Of The Year has been at the forefront of identifying game-changing business leaders for the past 30 years. The program has honored the inspirational leadership of such entrepreneurs as Howard Schultz of Starbucks; Jeff Bezos of Amazon.com; John Mackey of Whole Foods Market; Pierre Omidyar of eBay; Reid Hoffman and Jeff Weiner of LinkedIn; and Mindy Grossman of HSN, Inc.

“I am honored to be recognized as a finalist for this prestigious award alongside such visionary entrepreneurs,” said Lily Sarafan. “At Home Care Assistance, we have always operated with the belief that business and social impact go hand in hand; in our case, we are scaling a world-class company while meeting the needs of our rapidly aging population.”

The EY Entrepreneur Of The Year program has expanded to recognize business leaders in more than 145 cities in more than 60 countries throughout the world. It has recognized more than 10,000 outstanding entrepreneurs for their vision, innovation, courage and leadership in building and growing successful businesses – businesses that influence the way we live, the products and services we depend on, and the economic vibrancy of our local communities and global markets.

The leading provider of in-home care for older adults, Home Care Assistance serves more than 150 markets across North America with innovative products and services such as the [Balanced Care Method™](#) and the [Cognitive Therapeutics Method™](#), an in-home activities program to promote brain health.

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 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, 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, visit <http://www.homecareassistance.com>.

About EY Entrepreneur Of The Year®

EY Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 145 cities in more than 60 countries.