



**Media Contact:**

Megan Heinen

Direct of Marketing

650-462-9501

[mheinen@homecareassistance.com](mailto:mheinen@homecareassistance.com)

## **Home Care Assistance of San Diego Hosting Educational Series on Boosting Brain Health**

*Home Care Assistance's on-going Mind Fit Series at the Vi at La Jolla Village focuses on enhancing brain health through various lifestyle factors including cognitive activities used in the company's proprietary Cognitive Therapeutics Method™*

**(La Jolla, CA – September 20, 2016)** [Home Care Assistance of San Diego](#), a leading provider of in-home care for seniors, is excited to announce that it is hosting a fun and informative on-going series in partnership with the Vi of La Jolla Village. Led by Home Care Assistance's brain fitness expert Michelle Wile, MSW, The Mind Fit Series: Activities to Boost Brain Health covers proactive ways to enhance cognitive functioning, including activities used in the [Cognitive Therapeutics Method™](#), a science-based cognitive stimulation program. The series will be facilitated in both the Assisted Living and Independent Living communities at the Vi of La Jolla Village. The Assisted Living series began September 12<sup>th</sup> and is being held from 10:45am-11:45am every Tuesday. The Independent Living series will begin on October 4<sup>th</sup>, 2016 and will be held from 2:30pm-3:30pm every Tuesday. This event is open to residents of the Vi of La Jolla Village and is free of charge. Home Care Assistance asks that interested persons contact Michelle Wile at 858-775-0769 for more information about the program.

"We are really excited to be presenting the Mind Fit Series at the Vi of La Jolla Village," said Wile. "Feedback from series attendees has been overwhelming positive with individuals reporting that they not only thoroughly enjoyed doing the activities but also felt the activities positively challenged their minds."

Providing seniors with an opportunity to stay socially engaged and connected is a key aspect of the Mind Fit series. "In our first session, we discussed everything from WWII victory gardens to the benefits and challenges of self-driving car technology," Wile said. She aims to create a customized group experience by incorporating participant's interests into the sessions. "Our participants have had a multitude of unique experiences throughout their lives, which gives us an amazing opportunity to share and learn from one another while participating in cognitively stimulating activities."

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 a sample of the sessions that make up the first 6 weeks of the series:**

**October 4:** Introductions, Social Reminiscence, Alphabet Soup, Picture Details  
**October 11:** Chair Stretch, Trivia, Name that Tune  
**October 18:** Group Storytelling, Anagrams, Pictionary  
**October 25:** Televised Lecture, Word Association, Geography  
**November 1:** Personal History, Riddles, Musical Bingo  
**November 8:** Clay, 4 Pics 1 Word, Categorical Scramble

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 of San Diego and the Mind Fit Series, please visit <http://homecareassistance.com/san-diego/> or call at 858-842-1346. The office is located at 7521 Fay Avenue in San Diego, California.

### **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](http://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. It is the first program of its kind to promote increased daily functioning through cognitive stimulation and brain-healthy lifestyle choices 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](http://www.CognitiveTherapeutics.com).