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Home Care Assistance of the Lehigh Valley to Support Walk to End Alzheimer's

In line with their mission to change the way the world ages, Home Care Assistance is proud to sponsor and volunteer in the Walk to End Alzheimer's to raise awareness around Alzheimer's care and prevention

(ALLENTOWN, PA – OCTOBER 18, 2016) [Home Care Assistance of the Lehigh Valley](#), the premier provider of in-home care, is proud to be the Social Media Sponsor for the [2016 Walk to End Alzheimer's – Lehigh Valley](#), which will be held Saturday, October 29th at the [ArtsQuest Center at Steel Stacks](#). Home Care Assistance staff members from the local office will be volunteering their time to assist at the event. The company prides itself on being a positive contributor to the communities it serves with a focus on social responsibility and education around topics related to aging, wellness and quality of life. Fulfilling this role, Home Care Assistance hopes local community members will join in the effort to raise awareness around Alzheimer's care and prevention.

"We feel very strongly in regards to raising awareness around this debilitating illness, and want to show our support by sponsoring and volunteering to help make this event a great success," said Laura Bogert, Marketing Director at Home Care Assistance.

Worldwide there are currently 47.5 million people living with dementia and by 2050 this number is expected to triple. Alzheimer's disease, the most common form of dementia, currently affects six million people in the United States and Canada. Currently there is no cure for the disease but treatments for symptoms and interventions to slow disease progression are available, improving quality of life for Alzheimer's sufferers as well as their caregivers.

To this end, Home Care Assistance developed the [Cognitive Therapeutics Method™](#), a cognitive stimulation program that uses fun yet effective activities to promote brain health as well as delay the onset and slow the progression of symptoms of cognitive decline. The program focuses on cognitive activities that target the five primary cognitive domains as well as coping strategies, sensory engagement, social skills, recreation, exercise and diet to enhance quality of life. Home Care Assistance caregivers are trained in the Method so that clients receive one-on-one mental stimulation as well as support with basic care and activities of daily living.

Money raised from The Walk to End Alzheimer's will fund mission-related initiatives of care, support, and research for the Alzheimer's Association. Designed not only as a fundraiser, the walk also raises awareness around Alzheimer's disease in the Lehigh Valley community and surrounding areas.

Representatives of the Delaware Valley Chapter of the Alzheimer's Association will be at the event to provide information about Alzheimer's disease, ways to support programs and services, as well as opportunities to get involved with the cause through advocacy initiatives and clinical trial enrollment.

For more information about Home Care Assistance, visit www.homecareassistancelehighvalley.com or call 484-350-3874 to speak with a care manager. The office is located at 1104 S. Cedar Crest Blvd., Suite 200 in Allentown, PA 18103.

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 Inc. 5000 and Franchise500® 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 or franchise.homecareassistance.com.