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Home Care Assistance Kicks-Off 2017 With New Virginia Beach Town Center Office

North America's leading provider of in-home senior care services meets growing demand by opening new office in South Hampton Roads

(Virginia Beach, VA – December 30, 2016) [Home Care Assistance](http://www.HomeCareAssistance.com), North America's leading provider of in-home care for seniors, is pleased to announce the grand opening of its newest Virginia Beach Town Center location that will serve seniors and their families in Virginia Beach, Norfolk, Chesapeake, Portsmouth and Suffolk. The Virginia Beach office is the fifth Home Care Assistance location in the state of Virginia, with additional offices in Richmond, Williamsburg, McLean and Fairfax.

According to General Manager and Certified Senior Advisor (CSA)[®] Mark Broughton, "Hampton Roads is one of the top-40 metropolitan areas in the country and ranks among the fastest growing places to retire with approximately 1.7 million people. Home Care Assistance specializes in providing seniors with the highest quality one-on-one concierge level care so they can remain independent and live happier, healthier lives at home."

Since 2002, Home Care Assistance's mission has been to change the way the world ages, and it does this in four important ways:

- Experienced CNA caregivers (only 1 in 25 applicants are hired)
- Integrated care management (no additional charge)
- Balanced Care Method™ (care for the mind, body and soul)
- Industry-leading 24x7 and Live-in care options

"Based on the individual needs of our clients, Home Care Assistance provides local seniors with transportation, nutritious meals, exercise and activities, safety, companionship, cognitive stimulation, Activities of Daily Living (ADL) support, socialization, medication reminders, renewed purpose for life, housekeeping and laundry, dementia/Alzheimer's care, hospice supportive care, and affordable around-the-clock care including live-in care," said Broughton. "We take great pride in satisfying our clients and their families who expect only the very best!"

Home Care Assistance of Virginia Beach provides free in-home consultations and can be reached at 757-422-2686. For more information, please visit www.HomeCareAssistance.com or stop by the Home Care Assistance office which is located at the Virginia Beach Town Center, One Columbus Center, Suite 614, in Virginia Beach.

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 and 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 fastest growing company, and one of the 50 fastest growing women-owned companies worldwide in 2016, the company was also recognized as a 2016 Endorsed National Provider by the home care industry's leading research firm, Home Care Pulse. Home Care Assistance's CEO Lily Sarafan was also named Health Care Executives' 2016 Woman of the Year. For more information about Home Care Assistance, visit www.homecareassistance.com.