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Home Care Assistance of the Lehigh Valley to Launch Radio Show

“Changing the Way the World Ages with Home Care Assistance” will launch Sunday, February 5th on 790 WAEB AM

(Allentown, PA – January 19, 2017) [Home Care Assistance of the Lehigh Valley](#), the Valley’s leading provider of in-home care for seniors, is dedicated to being a community resource in an effort to increase awareness around healthy longevity and aging in place. In line with this commitment to community education, Home Care Assistance of the Lehigh Valley will be hosting a weekly radio show to discuss all aspects and benefits of home care and aging in place. The show will also feature guests from local organizations and businesses who will speak about matters of interest to the senior population.

“I believe that sharing the wealth of knowledge that Home Care Assistance and other businesses in the senior care industry have will be very beneficial to the community,” said Laura Bogert, Marketing Director of Home Care Assistance of the Lehigh Valley. “To our knowledge, this is the first radio show in the area addressing these matters.”

“Changing the Way the World Ages with Home Care Assistance” will premiere Sunday, February 5th at 7:30 a.m. on 790 WAEB AM. The 30 minute show will air weekly at this time and is 13 episodes.

For more information about Home Care Assistance of the Lehigh Valley visit www.hcalv.com or call 484-350-3874.

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](#), 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>.