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Prominent Senior Care Company, Home Care Assistance, Launches 12 Days of Caring Campaign

In celebration of the holiday season, Home Care Assistance is committed to community education, appreciation and volunteerism throughout the month of December

(Palo Alto, CA – November 28, 2011) [Home Care Assistance](#), North America's leading provider of in-home care for seniors, is proud to announce the 2011 launch of their annual [12 Days of Caring](#) holiday campaign. In celebration of the holiday season, Home Care Assistance dedicates 12 days throughout the month of December to education, appreciation and volunteerism.

The 12 Days of Caring program gives thanks to the thousands of Home Care Assistance caregivers who dedicate their lives to the well-being of seniors; the program also engages local communities through charitable giving and volunteerism. In addition, Home Care Assistance sponsors special programs and events to demonstrate appreciation to Home Care Assistance clients and the broader senior community.

"12 Days of Caring is an important opportunity for us to show appreciation to our incredible caregivers and inspirational clients, our colleagues in the health and wellness community, and our communities at large," said Lily Sarafan, President of Home Care Assistance. "While education and philanthropy are cornerstones of the Home Care Assistance Mission, we are particularly proud to dedicate December to giving and volunteerism throughout the United States and Canada."

Home Care Assistance's 12 Days of Caring campaign includes volunteer days at local food banks and shelters, donations to senior meal delivery programs, partnerships with local non-profit organizations to collect gifts for those in need, and special appreciation events for caregivers.

Through this campaign, Home Care Assistance offices across North America spread holiday cheer while continuing to promote education around issues of aging. Due to geographic or time limitations, the winter holiday season may be one of the few opportunities throughout the year that children have to spend time with their aging parents. Local care managers are on call to address

family questions and concerns, including how to arrange for respite care during the holidays or tips on setting up a family meeting to discuss the possibility of in-home care.

For more information about the 12 Days of Caring Campaign, visit 12daysofcaring.com. To speak with a local care manager about respite care or other senior care questions, please visit homecareassistance.com or call 1-866-454-8346.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. 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 2011 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.