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Home Care Assistance Launches Senior-Care.com

Senior-Care.com provides families evaluating care solutions for an aging loved one with a more in-depth understanding of the care options available and how in-home care can have a dramatic, positive impact on you and your entire family

(Palo Alto, CA – January 25, 2012) Home Care Assistance, the leading provider of in-home care for seniors, is proud to announce the launch of Senior-Care.com. Created for families evaluating care solutions for an aging loved one, the Senior-Care.com website provides a more in-depth understanding of the care options available and how in-home care can have a dramatic and positive impact on individuals and their families. By filling out the form on the website, individuals will automatically receive the *What is Home Care* Guide, a 19-page guide designed to answer questions that routinely come up regarding senior care. The guide also provides a more in-depth understanding of what home care is as well as the tools to help families choose an appropriate home care agency and well-matched caregiver.

“Senior-Care.com is one of many consumer educational initiatives we are building to inform families about care options and to help them evaluate solutions,” said Kathryn Zakskorn, Public Relations and Marketing Manager of Home Care Assistance. “With 89% of seniors preferring to age at home instead of a facility, it is important that we make educational tools easily available to those looking into home care so that they can make an educated decision that provides their loved one with the optimal care solution.”

Whether you are considering home care after a recent hospitalization or exploring in-home care as a long-term lifestyle solution, home care can support independence in the home and promote quality of life. With trained, experienced caregivers at home, your loved one can enjoy the benefits of a rehabilitation or assisted living setting within the comforts of home.

“Our mission at Home Care Assistance is to change the way the world ages,” said Shadi Gholizadeh, Business Operations Manager of Home Care Assistance. “We have been able to help countless clients with their desire to ‘age in place’ and now we’ve been able to transfer that expertise into informative resources for the public. By providing aging adults and their families with educational resources about home care, we hope to empower individuals to confidently choose the best care solution for their needs.”

For more information about Home Care Assistance please visit www.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 2012 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.