

Home Helpers Becomes Partner of the Alzheimer's Early Detection Alliance

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Partnership with Alzheimer's Association Program will Educate Franchise System, Clients and Communities on Disease

CINCINNATI – Home Helpers, the nation's leading senior care franchise specializing in non-medical and personal care and companionship with a presence in more than 500 communities in North America, is proud to be a partner of the Alzheimer Association's Alzheimer's Early Detection Alliance (AEDA), created to help educate everyone on the disease of Alzheimer's.

Alzheimer's disease is fast becoming one of the greatest medical challenges facing Americans today. In fact, as many as 5.3 million people in the United States are living with Alzheimer's and every 70 seconds, someone develops Alzheimer's. Solidifying its overwhelming presence and effect on Americans, Alzheimer's is the seventh-leading cause of death in the U.S. This partnership will help address the many questions and concerns associated with this deadly disease such as warning signs and resources available.

Home Helpers provides a variety of in-home, non-medical senior care services and offers free in-home consultations and works with clients individually to tailor flexible care plans to meet their specific needs and budgets. Services include companionship, bathing, meal preparation, dressing assistance, medication reminders, local transportation and light housekeeping.

The partnership will allow Home Helpers franchisees to educate and inform their clients and communities about the warning signs of Alzheimer's, the importance of early detection and the resources available to them. Home Helpers franchisees will become knowledgeable on all aspects of Alzheimer's and therefore identified as quality providers for seniors and families coping with the disease. This recognition will ultimately extend their eldercare network while providing a trusted source to many in need.

"We are passionate about raising awareness around the disease of Alzheimer's and honored to be able to partner with a nationally recognized and trusted organization such as the Alzheimer's Association," said Emma Dickison, President of Home Helpers. "Their new alliance addresses the concerns of so many of our clients who face this disease and will enable us to provide them the utmost care and information on how to best cope."

For more information about the partnership and alliance, please contact Sue Susskind of Home Helpers at (800) 216-4196.

ABOUT HOME HELPERS

Founded in 1997, Cincinnati-based Home Helpers is the nation's leading senior care franchise specializing in non-medical and personal care and companionship for seniors, new mothers, those recovering from illness or injury and individuals facing lifelong challenges. Home Helpers currently has a presence in more than 500 markets across North America and is seeking qualified franchise candidates in strategic markets throughout the country. Home Helpers was recently ranked the #1 Senior Care Franchise and "Best of the Best" by *Entrepreneur* magazine for the fourth straight year and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link[®] In-Home Emergency Monitoring, a 24-hour in-home emergency monitoring system that enables seniors to feel safer and live independently at home for longer than might otherwise be possible. For more information on Home Helpers and franchising opportunities, visit the company's Web site at

www.HomeHelpers.CC.

ABOUT ALZHEIMER'S EARLY DETECTION ALLIANCE

Formed in January 2009 by the Alzheimer's Association, the Alzheimer's Early Detection Alliance (AEDA) helps to educate everyone about the warning signs on Alzheimer's, the importance of early detection and the resources available to help them. The Alzheimer's Association is inviting companies and organizations to be part of the AEDA and help us spread the word as widely as possible. For more information on AEDA, visit the Association's Web site at <http://www.alz.org>.