

Home Helpers Senior Care Franchise Joins the Fight against Alzheimer's Disease

Nation's leading senior care franchise formed corporate team to participate in the 2010 Memory Walk in Cincinnati, Ohio

(Friday, October 01, 2010) – To help raise awareness and join the fight against Alzheimer's disease, Home Helpers, the nation's leading senior care franchise specializing in non-medical and personal care and companionship, has formed a team to participate in the 2010 Memory Walk in Cincinnati, Ohio, to support the Alzheimer's Association on October 2, 2010.



Pictured above are Emma Dickison, Renè Wilson, Mary Ann Chadwell, Angie Shafer, Kiki Schockling, Carolyn Dickerson, Kara Ball, Miranda Staudt, Dan Ball and Chester, the dog. Photo courtesy of Home Helpers

Home Helpers is committed to

raising awareness about this growing epidemic that is now the seventh leading cause of death in the United States. More than five million Americans have been diagnosed with Alzheimer's disease and 78 million baby boomers are at risk. By mid-century, someone will develop Alzheimer's disease every 33 seconds.

"As a growing number of baby boomers are being diagnosed with Alzheimer's, it is critical for Home Helpers to show our support to the cause," said Emma Dickison, president of Home Helpers. "As a company that takes pride in providing support to those who have been diagnosed with Alzheimer's, we are committed to making a difference in changing the course of this disease."

The Alzheimer's Association Memory Walk is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. Since 1989, Memory Walk has raised more than \$300 million for the cause.

Not only does Home Helpers work with those who have been diagnosed with Alzheimer's, but the company also offers free in-home consultations and works with individual clients and their families to tailor flexible care plans to meet their specific needs and budgets. Services offered may include companionship, grocery shopping, meal preparation, transportation, assistance bathing and dressing, medication reminders and light housekeeping. The company also provides assistance for new moms, people recovering from illness or injury, and those who need continued care.

For more information on the 2010 Memory Walk and the Home Helpers team, visit <http://memorywalk10.kintera.org/cincinnati/HomeHelpersMemoryKeepers2010>.

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 communities across North America and is seeking qualified franchise candidates in strategic communities throughout the country. Home Helpers was recently ranked the #1 Senior Care Franchise and "Best of the Best" by Entrepreneur magazine for the fifth straight year and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link® Help At The Touch Of A Button, a national provider of medical alert units, including a 24-hour personal emergency response system and an automated medication dispenser that enable seniors to feel safer and live independently at home for longer than might otherwise be possible. Home Helpers does not discriminate against anyone on the basis of religion, race, sex, color, national origin, ethnicity, disability, age or sexual preference in connection with employment or acceptance, treatment, or participation in its programs, services and activities. For more information on Home Helpers and franchising opportunities, visit the company's Web site at www.HomeHelpers.CC.

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