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Home Care Assistance Waterloo Wellington Sponsors Alzheimer Society Waterloo Wellington 9th Annual Winter Warmer

In line with their mission to change the way the world ages, Home Care Assistance Waterloo sponsored the 9th Annual Winter Warmer

(Kitchener, Ontario – March 19, 2019) [Home Care Assistance Waterloo Wellington](#), the trusted provider of in-home care for seniors, is the shot glass sponsor of the 9th Winter Warmer Event hosted by the Alzheimer Society Waterloo Wellington. The event is being held on Thursday, March 21st from 7:00PM to 10:00PM at The Tannery, which is located at 121 Charles Street West in Kitchener, Ontario. Home Care Assistance is proud to join thousands of Canadians who want to see a world without Alzheimer's disease.

At the Winter Warmer event, attendees get a world tour of whiskey as well as get to listen to the whiskey experts and participate in a live, silent auction. Monies raised support programs and services in our communities that improve the quality of life for people living with dementia and their families and support other activities like education and public awareness.

As of today, there are over half a million Canadians living with dementia - plus about 25,000 new cases diagnosed every year. By 2031, that number is expected to rise to 937,000, an increase of 66 percent. As of 2016, the combined healthcare system and out-of-pocket caregiver costs are estimated at \$10.4 billion per year. By 2031, this figure is expected to increase by 60 percent, to \$16.6 billion.¹

"We are excited to be part of Winter Warmer event. This is a unique opportunity to bring together friends and support the Alzheimer Society and contribute to the cause," said Matt Vijayan, CEO of Home Care Assistance Waterloo. "Our common objective is to raise awareness around the support system that exists for people living with Alzheimer's disease. Home Care Assistance's mission is to change the way the world ages through innovative offerings such as proprietary Balance Care Method™, which is based on scientifically studies lifestyles of the longest living people on Earth, and our Cognitive Therapeutics Method™, a research-based activities program to promote brain health."

Currently there is no cure for the disease but treatments for symptoms and interventions to slow disease progression are available, improving quality of life for Alzheimer's or dementia sufferers, as well as their caregivers. To this end, Home Care Assistance developed the [Cognitive Therapeutics Method™](#), a cognitive stimulation program that uses fun yet effective activities to promote brain health. The program focuses on cognitive activities that target the five primary cognitive domains as well as coping strategies, sensory engagement, social skills, recreation, exercise and diet to enhance quality of life. Home Care

Assistance caregivers are trained in the Method so that clients receive one-on-one mental stimulation as well as support with basic care and activities of daily living.

For more information about Home Care Assistance Waterloo, visit www.HomeCareAssistanceWaterloo.ca or call 519-954-2111 to speak with a care manager. The office is located at 375 University Avenue East, Unit 104 in Waterloo.

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 2019 Franchise500®, Inc. 5000 Company and one of the 50 fastest growing women-owned companies worldwide in 2017, 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 2018 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>.

References:

1 <https://alzheimer.ca/en/Home/Get-involved/Advocacy/Latest-info-stats>