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Local CAREGiver Honored For Commitment and Service to Seniors

[MOUNTAIN VIEW, Calif.—March 5] Bob Hume has been selected CAREGiver of the Year by the Home Instead Senior Care franchise office in Mountain View, Calif. He is being recognized for commitment and service to the older adults who are local clients of Home Instead Senior Care, the world’s largest provider of non-medical home care and companionship services for seniors.

“CAREGivers like Bob are the core of our business,” said Michelle Rogers, Owner, Home Instead Senior Care Office in Mountain View. “Without dedicated CAREGivers, we wouldn’t be able to provide the superior quality of service to seniors that sets our company apart from others. CAREGivers are the foundation of Home Instead Senior Care and provide the support that helps older adults remain in their homes longer than they otherwise could.”

Hume was nominated by Rogers for the distinction because of his unwavering commitment to providing excellent care and thoughtful companionship to his clients,

Home Instead Senior Care

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trailblazing a trend among his colleagues of going above and beyond the basic job description.

In early 2008, Bob became an Ambassador CAREGiver, and fills that role by not only providing the standard hands-on training at his client locations, but by also keeping in touch and following up with new CAREGivers as they branch out on their own. Co-workers consider him a mentor and inspiration and clients always respond positively, according to Rogers. In a letter she received praising Hume, a family member wrote “he has the ability to provide the personal caring touch that seniors need to make them feel cared for, safe, and respected. He pays close attention to all the details big and small...I can say without reservation that Bob is a model caregiver and deserves the highest level of recognition possible.”

Home Instead Senior Care provides more than 60 different services including companionship, meal preparation, light housework, medication reminders, incidental transportation, errands and shopping. CAREGivers are screened, bonded and insured, and have successfully completed criminal background checks. The company has more than 60,000 CAREGivers in more than 800 offices in the United States and 14 additional countries.

“Trying to balance the demands of child-rearing and careers with taking care of their senior loved ones can take its toll on a family,” Rogers said. “Home Instead

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CAREGivers can serve as a respite to families and help seniors remain independent for as long as possible.”

The Home Instead Senior Care office is located at 2444 Old Middlefield Way, in Mountain View. If you would like more information about job opportunities or company services, call (650) 691-9671 or visit the organization’s Web site at homeinstead.com.

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Editor’s Note: Interviews and photos can be arranged with Bob Hume. Contact Leslie Gwinn at 212-966-4600 x-19 to coordinate media coverage.

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