



HOME INSTEAD SENIOR CARE TO EXHIBIT AT BABY BOOMER SENIOR EXPO 2009 SHOW

***Local Senior Care Expert Michelle Rogers To Provide
Free Seminar For Baby Boomers and Caregivers
Sunday, April 26, 2009***

MOUNTAIN VIEW, CA [March 23, 2009] – Attendees to the Baby Boomer Senior Expo 2009 Show in Santa Clara will get a special treat this year, thanks to the participation of the local non-medical in-home senior care organization, Home Instead Senior Care. Michelle Rogers, owner of the Home Instead Senior Care franchise serving the Mountain View area, has confirmed she will be partnering with the Baby Boomer Senior Expo to offer a free presentation on caregiving, the importance of communicating with seniors, and non-medical home care options. The informative seminar will be held at 1:10 pm in the convention hall.

“Seniors and families of seniors often crave up-to-date information that will enhance their lives in and out of their homes,” said Michelle Rogers, owner of the Home Instead Senior Care franchise serving Mountain View, CA. “We are thrilled for the opportunity to be at the Baby Boomer Senior Expo 2009 where they will get a chance to learn about the many resources and services available to them. Our seminar will help seniors and adult children begin to address difficult issues with their parents such as at-home care, driving, finances, and independence.”

In addition to the informative seminar, Home Instead Senior Care will be exhibiting a booth at the event, offering free massages by professional masseuses. Additional literature about some of the key topics of interest to seniors will also be available, including information covering:

- Caregiver Stress
- 30 Minute Meals for Seniors
- Making Gardening Fun Again
- The 40/70 Rule (Developed by Home Instead Senior Care)
- Seniorcare Connections
- Alzheimer’s and Dementia Care fact sheets and brochures

(more)

Home Instead Senior Care

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The Baby Boomer/Senior Expo 2009 Show offers an opportunity for Seniors and Caregivers to meet experts from non-profit, private and faith-based organizations offering products and services to make life better during senior years. The event will feature a full day of seminars and exhibits on topics including:

- * Affordable housing for independent living.
- * Medical, dental and nursing services available to seniors.
- * Nutrition and meal services available at home and at service facilities.
- * Assisted living, skilled care facilities, residential facilities.
- * Home care assistance - housekeeping, meals, companionship - respite for the family caregiver.
- * . . . and many, many, more .

The full day expo is hosted by New Era Seniors Lifestyle Show and will be held at the Santa Clara Convention Center at 5001 Great America Parkway, Santa Clara, CA on Sunday, April 26, 2009 from 11:00am to 5:00pm. Admission and parking will be free.

For additional information about the Baby Boomer/Senior Expo 2009, visit <http://www.boomerseniorshow.com>.

ABOUT HOME INSTEAD SENIOR CARE

Founded in 1994, Home Instead Senior Care® is the world's largest provider of non-medical in-home care and companionship services for seniors, with more than 800 independently owned and operated franchises in 15 countries spanning four continents. The company's 60,000 CAREGivers provide more than 40 million hours of client service each year through activities that include companionship, meal preparation, medication reminders, light housekeeping, errands and shopping. Company founders Paul and Lori Hogan pioneered franchising in the non-medical senior care industry and are leading advocates for senior issues in America. Home Instead Senior Care is the world's trusted source of companionship and home care for seniors.

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