



## **HOME INSTEAD SENIOR CARE TO EXHIBIT AT US WOMEN'S EXPO**

***Local Senior Care Expert Michelle Rogers To Provide  
Seminars in Santa Clara***

***June 26-28, 2009***

MOUNTAIN VIEW, CA [June 9, 2009] – Thousands of busy women in the Silicon Valley attending the US Women's Expo in Santa Clara will learn more about senior care options and issues, 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 speaking at the US Women's Expo in late-June to offer 3 presentations on caregiving, the importance of communicating with seniors, and non-medical home care options, and senior fraud.

"Home Instead Senior Care research shows women often assume the role of primary decision-maker for senior family members and 69% of them are living less than 10 miles from the senior, while 25% are living with the senior," said Michelle Rogers, owner of the Home Instead Senior Care franchise serving Mountain View, CA. "We are thrilled for the opportunity to be able to share our expertise with 'the women on the go.' Our seminars will help them make informed decisions address difficult issues with their parents such as at-home care, driving, finances, independence, and senior fraud."

### **In-Home Care for Aging Adults / Friday, June 26 @ 6pm—7pm**

This presentation will discuss what non-medical in-home care is and what the benefits are. We will go over what the difference between home care and assisted living is and what seniors and their families need to look out for when hiring a caregiver to come into their homes. This presentation will also provide a number of resources for other senior services in the community.

**Home Instead Senior Care**

2444 Old Middlefield Way 🍀 Mountain View, CA 94040 🍀 (650) 691-9671 🍀 [homeinstead.com](http://homeinstead.com)



### **Too Close for Comfort and Communication / Sat., June 27 @ 3pm—4pm**

This presentation will discuss way to help families make the most of living together and focuses on ways to keep the child-parent relationship when senior loved ones move in with their adult children. We will also go over conversation starters for baby boomers and their aging parents and how to approach difficult topics that come with getting older.

### **Senior Fraud / Sun.. June 28 @ 12pm—2pm**

This presentation will discuss the latest senior fraud scams and ways for you and your senior loved one to protect yourself. Senior fraud is extremely common and this presentation will create awareness as well as provide many safety tips. Home Instead Senior Care will also be bringing a senior fraud tool kit to demonstrate what's available to protect yourself.

In addition to the informative seminars offered, 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

The U.S. Women's Expo is a one-stop shop for the woman on the go who wants to stay "in-the-know" on the latest in beauty, fashion and so much more! At the Expo, attendees will find seminars and booths covering:

- Health and Wellness
- Food and Wine
- Financial Planning
- Career Opportunities
- Travel and Leisure
- Home Décor and Gardening

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- Green Awareness
- Fitness and Equipment
- Lifestyles
- Family and Parenting
- Education and Training
- and more!

The full day expo is hosted by FRW Exhibits and will be held at the Santa Clara Convention Center at 5001 Great America Parkway, Santa Clara, CA on June 26 - 28, 2009..

For additional information about the US Women's Expo, visit <http://www.uswomenexpo.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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