



FOR IMMEDIATE RELEASE

**Home Instead Senior Care Seminar Will Focus on
Alzheimer's Disease Education and Care**

San Jose Event to Target Caregivers, Health-Care Providers

SAN JOSE, CALIF.—March 1, 2010—Alzheimer's disease rates are on the rise in the United States with approximately 4.5 million Americans currently afflicted with it. By 2050, the illness could affect anywhere from 11 to 16 million people. To help address this important subject, Home Instead Senior Care will hold a "Changing the World of Alzheimer's" day-long seminar with a top expert in the field on Thursday, March 25 in San Jose.

Teepa Snow, a renowned authority on dementia care and education, will provide caregivers, health-care providers and other interested persons with guidance about symptoms, progression and support for Alzheimer's as well as approaches to dealing with changing behavior associated with the disease. Snow, a certified occupational therapist, trains and consults health-care professionals and families.

Who: Home Instead Senior Care Mountain View and Home Instead Senior Care Campbell, leading providers of in-home care for elders in the South Bay; and co-sponsored by the Alzheimer's Association

Attendees: Seminar participants will be eligible for six continuing education credits

What: "Changing the World of Alzheimer's" seminar

When: Thursday, March 25
9 a.m. to 4 p.m.

Where: Crowne Plaza Hotel
282 Almaden Blvd.
San Jose

Registration: \$40 (A portion of the registration fee will benefit the Alzheimer's Association.)

Contact: 650.691.9671 for more information

"Our understanding of dementia has grown dramatically over the past five to 10 years. The most common form of dementia is Alzheimer's disease," Snow wrote on her Web site. "This disease is the fourth leading cause of death for those over the age of 65. New medical procedures and tests allow us to look inside living brains and determine structural abnormalities and changes in functional activity in various parts of the brain."

Specific event topics include: positive approach skills; common brain changes; role playing different types of help; importance of schedule; and more.

"Teepa Snow will offer seminar attendees valuable information about the future of Alzheimer's and prevention," said Michelle Rogers, owner, Home Instead Senior Care Mountain View. "She is on the cutting edge of what is known about the disease and related dementia. This is a unique opportunity to gain valuable insight from an authority on the subject."

About Home Instead Senior Care

Home Instead Senior Care provides in-home care for seniors in more than 10 communities across the South Bay in Northern California. Services include three-hour to 24-hour care, assistance with all daily living activities, Alzheimer's care, and non-medical needs. Home Instead Senior Care has been serving seniors in the San Francisco Bay Area for more than 10 years. For more information, please visit <http://www.homeinstead.com/mountainviewca>