

Caring Stars 2018 > Winner Press Release Template

Home Care

Instructions:

- The public announcement for this award is Tuesday, November 28, 2017. You may distribute a press release about your Caring Stars award(s) on this date or thereafter.
- You may write your own press release about your Caring Stars award(s) and follow up with us for review/approvals before you distribute the release.

OR

- You may adapt the sample/template below without following up with us beforehand.

If you use the template below:

- Replace all red text with information specific to your senior care business.
- Use [the Caring Stars 2018 winner list](#) on Caring.com to fill in the blanks on the # of winners in your area. Find your state and county to see the winners for your area (not all states are on page 1, so please follow the links at the beginning of the winner list article to find your specific state and county).
- Need help? Contact Denise Graab, director of industry marketing & Caring Stars program manager at: community@caring.com or (650) 762-8190

PRESS RELEASE TEMPLATE:

Contact: Steve Coe 303-987-5992 scoe@homecareassistance.com

FOR IMMEDIATE RELEASE

Home Care Assistance of Jefferson County Honored Among Top Home Care Agencies in the Nation -- Named "Caring Star of 2018" for Senior Care Service Excellence

Positive Consumer Ratings Led to This Industry-Leading Distinction from Caring.com

Home Care Assistance of Jefferson County, CO — is pleased to announce it has been selected as a "Caring Star of 2018" for in-home care service excellence. In ratings and reviews from family caregivers and cognitively healthy older adults, Home Care Assistance earned a 5-star consumer rating (the highest possible rating in the last year, while also having a high volume of positive reviews and meeting other qualifying criteria for this national honor. There are only 2 Caring Star 2018 agencies in Jefferson County and overall Home Care Assistance of Jefferson County is among 253 home care agencies across the nation who earned the Caring Stars 2018 distinction.

[*"We strive daily to delivery the highest quality in-home care for our clients, and this award helps validate our delivery on that promise," said Steve Coe, owner of Home Care Assistance of Jefferson County. "On behalf of our agency's staff and leadership, thank you to those who shared positive feedback about the services we offer, and to Caring.com for recognizing us as a Caring Star of 2018."*

Online reviews help Americans research and select the best senior care providers for aging or ailing loved ones. In multiple Caring.com research studies, the majority of family caregivers have indicated that they turn to the Internet and consumer reviews when narrowing their options among home care agencies in their area, and have relied on these perspectives as much as or more so than in-person recommendations from geriatric professionals or medical personnel. Now entering its seventh year, the Caring Stars annual list helps consumers see which home care agencies are top rated by other families just like theirs – which is particularly helpful as families gather for the holidays and discover increased or urgent senior care needs for their parents or grandparents.

"Congratulations to **Home Care Assistance** for achieving this award after earning accolades on Caring.com from clients and their loved ones," said Karen Cassel, Caring.com CEO. "This important milestone speaks volumes about the positive difference Home Care Assistance is making in serving older adults, and we celebrate their accomplishment."

Some of the positive feedback that led to Home Care Assistance being a Caring Star of 2018 includes:

- "Home Care Assistance of Jefferson County has been a fantastic blessing.
- "Hands down the BEST agency I've ever worked for.
- We couldn't have been more pleased with HCA's services; both the caregivers and agency went 'above and beyond' for us."

Read the full text of these reviews and others on Caring.com:

<http://www.homecareassistancejeffersonco.com/> To learn more about the Caring Stars program and view the complete winner list, please visit: <https://www.caring.com/bestseniorkiving>

About Home Care assistance

Our Mission

Our mission at Home Care Assistance is to change the way the world ages. We provide older adults that reside in Jefferson County 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 live-in care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults.

About Caring.com

With three million unique visitors to its website monthly, Caring.com is a leading senior care resource for family caregivers seeking information and support as they care for aging parents, spouses, and other loved ones. Headquartered in San Mateo, CA, Caring.com provides helpful caregiving content, online support groups, and a comprehensive Senior Care Directory for the United States, with more than 150,000 consumer ratings and reviews and a toll-free senior living referral line at (800) 325-8591. Connect with Caring.com on [Facebook](#), [Twitter](#), [Google+](#), [Pinterest](#), [LinkedIn](#), and/or [YouTube](#).