



FOR IMMEDIATE RELEASE

Home Instead Senior Care Names Barb Hoffman 2019 North American CAREGiver of the Year

WAITE PARK, MN – May 1, 2019 – Home Instead Senior Care, the leading provider of in-home care for seniors, has named Barb Hoffman its 2019 North American CAREGiverSM of the Year. Since its inception in 1997, the award is the highest accolade for the organization's more than 65,000 CAREGivers throughout North America. Hoffman, who was given the prestigious title last night in Omaha, was recognized for the extraordinary energy, talent, spirit and hard work she brings to serving others.

Hoffman, of Waite Park, MN, has been a Home Instead CAREGiver for eight years, and, after working for more than 30 years in retail, felt that she was called to care for older adults.

"I believe there are two really important days in our lives: the day we are born and the day we realize why God put us on earth," said Hoffman. "I'm thankful to God for guiding me to become a CAREGiver for seniors, as I've learned so much from everyone I have cared for over the years."

In her eight years of service, Barb remembers every client she has cared for. From those who only have needed basic care, such as light housekeeping and meal preparation, to those nearing the end of life and on hospice, Barb's dedication and passion for caregiving has meant each client has made an impression on her. And the feeling is mutual. One family nicknamed her "Saint Barb" after she cared for their mother.

"What impresses me most about Barb is her bold zest for life, which comes through in everything she does," said Jason Crane, owner of the Home Instead Senior Care office in Waite Park and Andover, MN. "She is truly at her best when she is spreading love to her clients and their families."

Hoffman was selected for the network's top honor among eight regional finalists, all nominated for demonstrating compassion and exceptional care to the seniors and families they serve. Home Instead CAREGivers help seniors remain independent as long as possible in the comfort of their own homes or in care communities as they age, providing services and companionship, from meal preparation and medication reminders, to personal care and Alzheimer's care.

"Home Instead CAREGivers are at the heart of our mission," said Lori Hogan, co-founder of Home Instead Senior Care. "This annual award is such an important opportunity for us to take a moment to celebrate Barb and the tens of thousands of others like her within our network who serve as an example of how we all hope to be treated as we age: with dignity, respect and kindness."

"My favorite part about being a CAREGiver is getting to know the clients and their accomplishments," said Hoffmann. "I love learning from my clients and even picking up new skills from them."

To learn about becoming a CAREGiver and joining the Home Instead family, visit www.homeinstead.com/jobs.

To learn more about Home Instead Senior Care or to find an office near you, visit www.homeinstead.com/state.

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ABOUT HOME INSTEAD SENIOR CARE

Founded in 1994 in Omaha, Nebraska, the Home Instead Senior Care® franchise network provides personalized care, support and education to enhance the lives of aging adults and their families. Today, the network is the world's leading provider of in-home care services for seniors, with more than 1,200 independently owned and operated franchises that provide more than 70 million hours of care annually throughout the United States and 11 other countries. Local Home Instead Senior Care offices employ approximately 80,000 CAREGiversSM worldwide who provide basic support services that enable seniors to live safely and comfortably in their own homes for as long as possible. Home Instead Senior Care franchise owners partner with clients and their family members to help meet varied individual needs. Services span the care continuum – from providing personal care to specialized Alzheimer's care and hospice support. Also available are family caregiver education and support resources.

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