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Assisting Hands[®]

Home Care

ALS Ice Bucket Challenge, Assisting Hands Home Care

NAMPA, Idaho (September 4, 2014) — Assisting Hands Home Care today announced its plans to offer donation matching for each of its 40 franchise offices nationwide to support raising funds for finding a cure to Amyotrophic Lateral Sclerosis,(ALS). For any Assisting Hands franchise owner who decides his office will take part in the currently popular "Ice Bucket Challenge," the Assisting Hands corporate office will send matching donations to the ALS Association.

"Our Scottsdale office owner, Terry Madden, shared with us her efforts to contribute to the cause by way of challenging her employees and making a \$10 donation for each person who accepted," said Shana Kolman, Assisting Hands National Director of Franchise Operations. "Because we serve clients and families nationwide who struggle with the devastation of this disease every day, we decided to support Terry in her efforts to raise awareness and challenged all of our offices to do the same!"

Franchisees who participate are asking their employees to take part in the ALS Ice Bucket Challenge to raise funds. This challenge consists of one person encouraging another to have a bucket of ice water dumped over them and then challenging someone else to do the same. This viral movement has generated more than \$40 million in donations across the United States in a matter of weeks and has greatly increased awareness of this progressive neurodegenerative disease, which affects nerve cells in the brain and the spinal cord.

"Photos and videos of the ALS Ice Bucket Challenge posted online and through social media brought to our minds how this disease impacts so many Assisting Hands clients across the United States, and we wanted to do our part," said Scottsdale Franchisee Terry Madden. "I'm thankful Assisting Hands is the type of franchise company that gives back through countless charitable donation opportunities like this one and supports its franchisees' ideas and efforts."

The Assisting Hands franchising ALS Ice Bucket Challenge begins immediately, and an end date has not yet been determined. To learn more about the location of the 40 Assisting Hands franchise offices nationwide, visit <http://www.assistinghands.com/location.html> to view an interactive franchise office map.

About ALS

Amyotrophic Lateral Sclerosis, (ALS) is a progressive neurodegenerative disease that affects nerve cells impacting the brain's ability to communicate with muscles throughout the body. The progressive degeneration of motor neurons reaching from the brain to the spinal cord will eventually cause death. The estimated United States diagnosis rate is two people affected in every 100 thousand. ALS first received public awareness in 1939 when star Yankees player Lou Gehrig publicly announced his diagnosis with Amyotrophic Lateral Sclerosis and soon afterwards his retirement from baseball. Since then, the disease has been commonly referred to as "Lou Gehrig's Disease." Visit the ALS website at <http://www.alsa.org/about-als/what-is-als.html> to learn more and view videos of Ice Bucket Challenges from all over the nation.

About Assisting Hands Home Care

Assisting Hands Home Care began in 2005 and is based upon Dr. Gail Silverstein's behind-the-scenes knowledge of the healthcare industry coupled with her personal experience in helping her aging father at home. Dr. Silverstein, along with co-founder Cline Waddell, created Assisting Hands and began franchising in 2006. Assisting Hands offers in-home, non-medical support services that fill the gap between living at home with dignity and the need for institutionalized medical care. Assisting Hands has over 40 franchise operations and regional developments across the United States, with plans for international expansion. Single and multi-unit franchises are available. To learn more, call 866-924-2442 or visit www.assistinghands.com.

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