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Eldercare
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**Eldercare Home Health hits road
with innovative brochure delivery.**

Branded VW Beetle “brochure stand on wheels” delivers
fun and maximum impact for elder care provider.

TORONTO, Ont. August 25, 2005 -- Eldercare Home Health has taken the lowly brochure out of the mailbox and onto the streets. They’ve branded a bright green VW Beetle with their company name and logo and customized and affixed a brochure dispenser. “We wanted to do something different, something that would really stand out, something that would provide an opportunity for people who are in need of our service to easily find out more about us” says Lisa Wiseman, President of Eldercare Home Health Inc. “Now people will be walking down the sidewalk, notice the Beetle and just reach over and pick up a brochure. The reaction to the Beetle brochure stand has been just great” says Lisa “people can’t help but smile.”

“The Beetle is a natural fit for us, it’s fun, positive and upbeat, like us and our approach to providing elder care” says Lisa. The almost 10 year old company has made a reputation for itself providing care exclusively to the elderly. “A lot of other care providers do a little of this and a little of that. We have always provided care exclusively to the elderly – they’re who we are interested in and who we have developed an expertise providing care for.” All care through Eldercare Home Health is Registered Nurse supervised “we feel it’s essential, especially with the changing needs of the elderly, to have an experienced RN supervising all care.”

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The brochures available on the Beetle “brochure stand on wheels” are only part of Eldercare Home Health’s efforts to reach those needing its services. The company was one of the first Care agencies to have an online presence. Its informative website: www.EldercareHomeHealth.com has a wealth of information on how the healthcare system works in Ontario, what people need to know when they suddenly find they need care for an elderly family member and much more. There’s even an “Ask Lisa” page where visitors to the site can e-mail Lisa with questions.

About Lisa Wiseman

Lisa is President and founder of Eldercare Home Health Inc. and a Registered Nurse with a Baccalaureate degree in Nursing from the University of Toronto. Lisa's focus of study was Gerontology, the study of ageing.

Lisa is also the President of the Toronto chapter of the Gerontological Nursing Association.

Lisa started Eldercare Home Health because she and her colleagues in Gerontology recognized the need for a home health care provider that would take a holistic approach to providing Elder Care and specialize in caring for the unique needs of the elderly.

Early in her career Lisa worked as a home care nurse and as a front - line nurse in some of Canada's foremost geriatric hospitals. She has also worked in management at Queen Elizabeth Hospital and The Baycrest Centre for Geriatric Care, two of Canada's leading centres for geriatric care.

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