PR 1\_Template press release- No event

**PRESS RELEASE**

**Local company celebrates homecare**

Local homecare company, [Company Name] is honouring its careworkers and recognising their amazing work on 22nd September, by taking part in the first ever ‘Celebrating Homecare’ day, organised by the Homecare Association and the Care Workers’ Charity (CWC).

‘Celebrating Homecare’ has been launched to celebrate and recognise the amazing work that homecarers provide. Every day of the year, homecare workers support people to live safely and well at home, enabling people to flourish within our communities.

The theme for this year’s inaugural event is ‘made with care’, to celebrate the fantastic relationships that exist between the people who give and receive care, and highlight the many activities they enjoy together. Whether this is crafting, baking, completing a jigsaw or even filming a TikTok, careworkers and the people they support are being encouraged to celebrate something they have made or shared together.

[Company Name] employs [amount] careworkers who support their clients in their own homes, providing [care you provide e.g companionship, medical care, dementia care etc]. Throughout a difficult period, they have served an important role as key workers, providing vital support to clients living across [local area].

Jane Townson, CEO of the Homecare Association commented: “Homecare workers have been a lifeline for many people throughout the past 18 months, showing real selflessness and resilience in providing invaluable support to people in their own homes in incredibly challenging times.

“But the work they do is always important - not just throughout the pandemic. Homecare services benefit all of us: people who receive and give services, their families, health services and our wider communities.

“Their roles deserve to be celebrated now, and increasingly into the future.”

Speaking about the celebration, Karolina Gerlich, CEO of the CWC said: “It’s right and proper every so often to take a step back from the day to day and look at what you have achieved.

“Careworkers do such amazing work, bringing companionship, care and comfort to so many people.

“It’s wonderful to have the opportunity to celebrate what they do!”

Owner of [Company Name], [Owner name] comments: “(Insert quote about your homecarers, proud of them, recognition well deserved etc. )”

To find out more about ‘Celebrating Homecare’ day and how you can get involved, please visit [HOME | Celebrating Homecare](https://www.celebratinghomecare.org.uk/).

To find out more about [Company Name], and the homecare services they provide across [local area], please call [number] or visit [website URL].

**Photo caption:** [Suggestions for photo – close up of client and careworker with their ‘made with care’ item, care team holding ‘Celebrating Homecare’ day logo, photograph of team]

**Press contact:** [Details of who local press should contact for more information]

**-ends-**

**Editors notes:**

The **Homecare Association** is the UK’s membership body for homecare providers, with over 2,300 members nationally. The Association’s mission is to work together to ensure that homecare is valued, so that all of us can live well at home and flourish within our communities. The Homecare Association uses its trusted voice to help shape homecare and provides hands-on support and practical tools for its members. All Homecare Association homecare provider members agree to abide by the Association’s Code of Practice.

The **Care Workers’ Charity** is a benevolent fund for the social care sector which has over a decade of experience in giving financial grants to prevent care workers from falling into financial hardship. In providing these grants we know we change lives, providing a safety net for care workers who have nowhere else to turn. Most recently, mental health support was introduced- providing free counselling through Red Umbrella, to address the trauma experienced by the social care workforce.