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FOR IMMEDIATE RELEASE

**Mark Baiada Receives Kaleidoscope Award for Community Service
from the Alzheimer's Association Delaware Valley Chapter**

Philadelphia, PA — June 19, 2013 — BAYADA Home Health Care Founder and President Mark Baiada received the Kaleidoscope Award for Community Service through Philanthropic Excellence from the Alzheimer's Association Delaware Valley Chapter recently at the Riverton Country Club in Cinnaminson, New Jersey. He received the honor for his ongoing and unwavering support of the association.

"Mark Baiada more than deserves this year's award," said Wendy Campbell, president and CEO of the Alzheimer's Association Delaware Valley Chapter. "He has been the catalyst and internal advocate for BAYADA's exceptional long-term support. He sponsors many of our events, including the Walk to End Alzheimer's, Chocolate Symphony, and the Dementia Caregiver Conferences, and encourages his staff's enthusiastic participation in company-based benefit events like "Going Purple for the Cause" on Alzheimer's Action Day. Our chapter is certainly honored to have the support of Mark and BAYADA," said Campbell.

The Kaleidoscope Award is presented annually to a member of the community who is dedicated to helping the Alzheimer's Association achieve their vision of a world without Alzheimer's.

"I'd like to recognize our friends at the Alzheimer's Association for the important work they do to enhance the care for those living with the disease, and to one day find a cure," said Baiada. "I'd also like to thank the many BAYADA employees who enthusiastically support the walks and events all over the tri-state area. I am humbled and grateful to them for representing *The BAYADA Way* and our core values of compassion, excellence, and reliability."

Other organizations have recognized Baiada's work as a humanitarian with various honors, including the induction into the *Hall of Fame* from the National Association for Home Care and Hospice in 2012, the *Golden Lion Award* from the Sons of Italy Foundation in 2008, the *75 Greatest Living Philadelphians* from the Philadelphia Eagles in 2007, the *Work of Mercy Award* from Mercy Vocational High School in 2006, the *Cradle of Liberty Award* from Boy Scouts of America in 2006, the *Light of Hope Award* from Catholic Charities in 2005, and the *Helms Award* from Goodwill Industries in 2005.

In addition, Baiada has sponsored various relief efforts that helped people injured in the Kosovo War, Hurricane Katrina, the tsunami disaster of 2004, and the earthquake in Haiti.

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BAYADA Home Health Care Founder and President Mark Baiada accepts the Kaleidoscope Award for Community Service through Philanthropic Excellence at the Riverton Country Club.

Founded in 1975 by J. Mark Baiada, BAYADA Home Health Care provides nursing, rehabilitative, therapeutic, hospice, and assistive care services to children, adults, and seniors in the comfort of their homes. Headquartered in suburban Philadelphia, BAYADA employs more than 18,000 nurses, home health aides, therapists, medical social workers, and other home health care professionals who serve their communities in 25 states from more than 250 offices. For more information, visit www.bayada.com.

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