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**FOR IMMEDIATE RELEASE**

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**TOUCHING HEARTS AT HOME HOLIDAY  
CAR PARADE TO HONOR SENIORS &  
HEALTHCARE HEROES**

*Over 30 vehicles will parade across  
Gainesville to honor healthcare heroes  
and seniors at over 12 senior living  
communities & hospices to spread joy  
and hope during the pandemic*



**GAINESVILLE, FLA.** – Touching Hearts at Home, a family owned and operated in-home health care company for seniors and adults will host a community car parade to honor healthcare heroes and seniors on Tuesday, December 22 starting at 12:30 p.m.

Touching Hearts at Home owners, Ruben & Rose Ramos believe that supporting healthcare heroes and seniors with the festive car parade is their way to spread joy during these very trying times. “It is an honor and privilege to serve seniors and adults, and that’s why we feel it’s imperative to give back to the community that we serve. We know that seniors are more susceptible to this terrible virus and as a result many are in isolation at their assisted living communities where they might not even be able to enjoy the holidays with their families this year,” said Ruben Ramos. “We wanted to spread joy to make sure our healthcare heroes and seniors realize they are not alone, and that everyone in this community cares and supports them. This was a fun and creative way for our community to come together to make a big CHEERFUL impact. If we can brighten just one person’s day, then it’s all worth it!”

The Health Resource & Services Administration reports that loneliness and social isolation can be as damaging to health as smoking 15 cigarettes a day, researchers warned...and the problem is particularly acute among seniors. The same study also reports that 43% of seniors feel lonely on a regular basis. This being during normal circumstances let alone during a crisis or pandemic.

The Parade will start at the Springhill Commons Publix (9200 NW 39<sup>th</sup> Ave. Gainesville, FL 32606), which is the starting point where all cars will meet. Then all vehicles will head along the parade route, which visits over 12 senior living communities and hospices.

Anyone who wishes to participate in the holiday car parade for healthcare heroes and seniors should decorate their vehicles and join the group tomorrow, December 21 at 12:30 p.m. at the Springhill Common Publix (9200 NW 39th Ave, Gainesville, FL 32606).

From there, the parade route will visit the following stops beginning at 1:00 p.m.:

1. ET York Care Center
2. Haven Hospice
3. UF Health at Springhill
4. The Village at Gainesville
5. HarborChase
6. The Plaza Health & Rehabilitation
7. The Terrace
8. Brookdale Gainesville Southwest
9. Palm Garden of Gainesville
10. UF Health at the Oaks Mall
11. Oak Hammock at the University of Florida
12. Community Hospice
13. Touching Hearts at Home

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Santa Claus will be the Touching Hearts at Home Parade Marshall, and the entire parade will be escorted by the Alachua County Sheriff's Department. This car parade is family-friendly and will follow all CDC Protocols. It is the perfect holiday activity to participate in to spread good cheer!

Touching Hearts at Home is proud to be joined by representatives from the following organizations: Campus USA, Vitas Hospice, Gainesville Hot Rod Car Club, Amedisys, and others. This is a true community initiative!

For footage from the last Touching Hearts at Home Car Parade, please visit here: <https://www.youtube.com/watch?v=TGIUO0o6Wsl>

For access to the holiday car parade promotional materials (TV spot and invite graphic), please visit here:

<https://wetransfer.com/downloads/87f9cc1f83825c118e98ecae77d3d58920201221142004/e40acb36e294925e8483be5d0ffbba3320201221142004/41a9d1>

