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FOR IMMEDIATE RELEASE

## **Golden Pond Assisted Living Earns "Caring Stars 2014" Award for Service Excellence**

Praise in Consumer Reviews Puts Golden Pond Assisted Living in Top  
1% of Assisted Living and Memory Care Communities Nationwide

**Hopkinton , MA April 8, 2014 Golden Pond Assisted Living of Caring Stars  
Community** has been selected as a "Caring Star" of 2014, as part of an [annual  
nationwide program](#) honoring service excellence based on consumer ratings and  
reviews posted on Caring.com, the leading senior care website. In reviews from  
families, seniors, and others concerned about [assisted living](#) and [Alzheimer's care](#),  
Golden Pond Assisted Living captured a 5-star consumer rating (the highest  
possible score), while also meeting other qualifying criteria for the honor.

### **Katy Tavares, Executive Director**

*"We appreciate that we've received such positive feedback from families about  
the services we offer, and we thank Caring.com for recognizing our community  
as a Caring Star," said Katy Tavares, Executive Director of **Golden Pond  
Assisted Living**. "We strive daily to delivery high-quality care for our residents,  
and this award helps validate our delivery on that promise."*

Families across the country are increasingly seeking insights provided by online  
reviews to help guide important senior care decisions for their loved ones. In 2013  
research conducted by Caring.com, 60% of family caregivers indicated that they  
used the Internet when researching senior care service providers, and two-thirds of  
family caregivers took to the Web after noticing signs of memory loss in a loved one.  
A combined 94% percent find online reviews to be trustworthy and helpful to their  
search for senior care providers. Only a small minority (6%) tends not to believe  
them.

**About 400** communities -- the top 1% of assisted living communities nationwide --  
achieved this recognition. We are proud our family owed assisted Living  
community is among this 1 percent!

The Caring Stars 2014 award was determined from consumer ratings and reviews posted on Caring.com between December 1, 2012, and December 1, 2013. To qualify, the community had to have received all of the following:

- Three or more reviews during the time frame, at least one of which with the highest rating of five stars
- An average overall rating (across all reviews on their listing) equaling greater than 4 stars
- No unresolved negative reviews

To help these communities stand out to families searching for senior living, a special badge is featured on their listing in Caring.com's assisted living or Alzheimer's care directories and search results.

"Congratulations to **Golden Pond Assisted Living** for achieving this high praise from the residents and families they serve," said Andy Cohen, cofounder and CEO of Caring.com. "Word-of-mouth recommendations in online reviews are consistently cited among the top considerations in the search and selection process. The Caring Stars award badge signals a history of service excellence, further helping those seeking the best [assisted living](#) or [Alzheimer's care community](#) for their loved ones."

**Golden Pond Assisted Living** is located at **50 West Main street, Hopkinton Ma 01748**, and can be found and reviewed on Caring.com or at [www.goldnepondassistedliving.com](http://www.goldnepondassistedliving.com).

### **About Golden Pond Assisted Living**

Golden Pond is a unique assisted living community that was established 22 years ago. We are family owned and have long term dedicated staff whose passion is to take care of elders. Golden Pond provides comfortable, affordable one- and two-bedroom apartment homes with fully equipped kitchens, spacious living areas and scenic views. Common areas include a library, a café and gardens. The community also features a 24-hour emergency response system, on-site health center, Healthy Living Wellness Program, scheduled transportation and diverse leisure activities. Our guiding principle is to create a community where residents can age with dignity. We invite you to discover the Golden Pond Difference. We offer great services and amenities at an affordable price

### **About Caring.com**

Caring.com is the leading website for family caregivers seeking information and support as they care for aging parents, spouses, and other loved ones. Caring.com provides helpful caregiving content, online support groups, and the most comprehensive Senior Care Directory in the United States, with 50,000 consumer ratings and reviews. In January 2012, Caring.com launched the annual Caring Stars award program recognizing America's best assisted living communities based on consumer reviews. Recently Caring.com was named an Official Honoree in the 2013 Webby Awards and is included in the Red Herring Top 100 North America, a distinction for the region's most promising privately held technology companies. Based in San Mateo, California, Caring.com is funded by DCM, Intel Capital, Shasta Ventures, and Split Rock Partners