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Caring.com acquires Gilbert Guide

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Caring.com said Wednesday it acquired **Gilbert Guide**, an online senior housing guide, home-care directory and resource for caregivers, adult children and families with aging parents.

Andy Cohen, co-founder and CEO of San Mateo-based Caring.com, said the acquisition "will strengthen our ability to provide more than 34 million Americans caring for aging parents, with the most engaging, high-quality eldercare information and resources available online."

As a Caring.com featured site, San Francisco-based Gilbert Guide has had more than a million unique visitors since March 2008, the company said.

Financial terms of the acquisition were not disclosed. Gilbert Guide CEO Jill Gilbert and COO Jason Gilbert will join the Caring.com team as vice presidents.