



**SENIORS Helping SENIORS®**  
The Power of Love®

**For Immediate Release**  
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## **Seniors Helping Seniors® in-home services announces its 100<sup>th</sup> partner**

The franchise partners of Seniors Helping Seniors in-home services know that you can *do good and make money*® while helping older adults live independently with joy. That's why many of them have joined and have become successful at building their businesses. And that's exactly why the McGlumphy brothers signed on to become the 100<sup>th</sup> franchise partners of the organization.

After much success as a local non-profit with more than 600 people receiving services, Seniors Helping Seniors non-medical service co-founders Philip and Kiran Yocom were inspired in 2006 to spread their helping work by expanding the organization to be a for-profit franchise system.

They have reached this significant milestone because of the unique nature of the organization. "We match seniors who need help with seniors who want to help," explains Philip Yocom. "We offer more than just household services, we offer care and companionship from someone who understands, someone who is like a friend." This loving, caring, compassionate model is something that each franchise partner is committed to delivering.

The McGlumphy brothers, the 100<sup>th</sup> franchise partners, are a deep reflection of that commitment. "They clearly demonstrate, as do all of our franchise partners, that they are about loving kindness towards seniors," said Kiran Yocom. Coming from Wheeling, West Virginia, the McGlumphy brothers were drawn to find out about Seniors Helping Seniors after their one brother, Jerry McGlumphy, started an in-flight conversation with the man seated next to him, Larry Weaver, who was wearing a Seniors Helping Seniors logo on his shirt.

As Jerry flew over the country, he began to hear about Larry's experiences and stories of the Seniors Helping Seniors family. Larry told Jerry about the mission of the Seniors Helping Seniors community. It was a mission that rang true to Jerry's heart since he regularly volunteers in his community to drive seniors to and from their doctor appointments and other medical services like dialysis. Jerry thought about the value of such a service for his own 87-year-old mother. During the flight, Jerry resolved to talk to his brothers Joe and Jim about the franchise partnership.



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It was a perfect match. The McGlumphy brothers had been taught very strong values by their parents – honesty, trust, integrity, a strong work ethic and the importance of unconditional love. These are the same values that Seniors Helping Seniors providers and franchise partners live every day. After the first phone call, the brothers could clearly see the value of the service in their community and how they could meet the existing needs by becoming Seniors Helping Seniors franchise partners.

“Nothing pleases us more than welcoming another family into our Seniors Helping Seniors community, especially one that has a long history of caring for each other and those in their community,” said Philip Yocom at the recent contract signing with Jim, Jerry and Joe McGlumphy.

“We feel very blessed to welcome them as a part of our community,” said Kiran Yocom. “They clearly bring a strong sense of love and compassion to us and to the community they will serve. For us, they are a perfect fit with both entrepreneurial spirits and big hearts.”

The McGlumphy brothers are excited to get started and are just beginning the training that will support them to launch their new West Virginia franchise in early 2011.

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