



SENIORS Helping SENIORS®
...a way to give and to receive®

FOR IMMEDIATE RELEASE

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Seniors Helping Seniors in-home services will hold their Annual Convention, February 4-6, 2010, at the Crowne Plaza Hotel in Reading, PA. This landmark event will serve as a forum to introduce world-class sales and operational systems developed specifically for the organization. "This year's convention promises to be the most impactful initiative we have implemented in our organization to date.

Kiran and Philip Yocom founded **Seniors Helping Seniors** in-home services in their Berks County home in 1998. **Seniors Helping Seniors'** special brand of loving, caring, compassionate in-home services *for* seniors *by* seniors caught on like wildfire; so much so, the Yocoms launched a campaign three years ago to take nationwide what they have been doing in Berks County. **Seniors Helping Seniors** now have close to one hundred offices in thirty states. Today, **Seniors Helping Seniors** in-home services is a national caregiver and companionship organization and the only one that helps less active seniors live independently in their own homes while helping more active seniors get out and feel good by helping others.

The mission of **Seniors Helping Seniors** in-home services is to provide seniors with the ability to choose an independent lifestyle in their own homes, for as long as possible, with the dignity and respect they deserve by finding caring seniors to help each other.

Seniors make up the country's fastest growing segment of the population and in-home services are essential to maintain quality of life and safety. Kiran Yocom said, "What began as a heartfelt mission to fill a need that was not being served in our local community, is now being recognized as a prime business opportunity fueled by the fastest growing demographic in our society."

Philip Yocom said, "Our 2010 Convention will take our organization to the next level. Franchise owners from all over the country will be introduced to a newly developed, premier sales training program developed by renowned sales expert, Floyd Wickman and his team. We will also launch a Format operational system to help improve our franchise system's efficiency, effectiveness, and profitability, developed by business management expert, Saul Serna, who has worked with companies such as General Motors Corporation and Century 21."

He continued, "Having invested upwards of a half a million dollars over the past year... to improve and to take everything we have all been doing to the next level... and for all of this to be coming to a climax here in Reading, PA... on February 4-6... with 100s of our SHS community flying into Reading PA from all across our country for our 2010 Convention... at which time we will be introducing both our new world class sales training and new world class operational system... this just might be one the most positive and major business happenings in our community this year!"

For additional information contact Ramona Turner Turpin at (610) 858-2543, or email

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For Franchise Information

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