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Contacts: Horace/Barbara Atkins: britah3@netscape.net,  
516-492-9290

Alan Shirk: alan@shirkcom.com or  
610.736.9223.

Photo attached or available.

Seniors Helping Seniors® In-Home Services Establishes  
Latest Franchise in Nassau County, New York

Wyomissing Hills, Pa - To help meet the growing demand of older New Yorkers who want to remain in their own homes and stay as self-sufficient as possible, Seniors Helping Seniors® In-Home Services (SHS) has established a new franchise at Rockville Centre in New York's Nassau County.

Seniors Helping Seniors--which has five regional owners and some 50 franchise partners in New York, Pennsylvania, South Carolina, North Carolina, Georgia, Ohio, New Jersey, Connecticut, Massachusetts, Rhode Island, Delaware, Virginia, Maryland, the District of Columbia, Michigan, Florida, Washington and California--is a national caregiver and companionship organization and the only one that matches seniors who need non-medical in-home care services with seniors who provide them.

The newest franchise is owned and operated by Horace and Barbara Atkins, Rockville Centre, N.Y., in Nassau County. Their franchise will serve Baldwin, Atlantic Beach, Barnum/Harbor Isle, Cedarhurst, East Rockway/BayPark, Hewlett, Inwood, Lakeview, Lawrence, Lido Beach, Long Beach, Lynbrook, Malverne, Oceanside, Rockville Centre, South Hempstead, South Valley Stream, Valley Stream and Woodmere.

Seniors Helping Seniors New York franchises are also located in Brooklyn and Roosevelt, also in Nassau County.

Horace Atkins has a BS in organizational management and an MBA in human resources from Nyack College, Nyack, N.Y. He has worked in human resources for the last five years and is a member of Society for Human

Resource Management (SHRM). Prior experience includes working in accounting and as a customer service manager.

Barbara Atkins has a master's degree in nursing of older adults from the School of Nursing at Herbert Lehman College, West Bronx, N.Y., and received a post-master's certificate as an adult nurse practitioner. She is a nurse practitioner working in home care for a long-term home health agency in New York City. She has been a nurse for more than 17 years and has worked in many areas of nursing. She is a member of many organizations including the National Gerontological Nurses Association.

The couple established their franchise for several reasons. "We believe that the Seniors Helping Seniors family is not only a way for us to give back, but also a way to honor older adults who have given so much and need a little help and support to remain independent. We want to provide this help to make a difference in their lives," said Horace Atkins.

Barbara Atkins has worked with seniors throughout her nursing career, especially in her current position, while her husband has worked with seniors through service organizations such as the Lions Club.

"Among the goals for our franchise are to provide quality and meaningful loving, caring services at a reasonable cost and to be one of the best services of its kind." said Barbara Atkins.

"The services that we provide are very important because they give our senior providers an opportunity to work in an environment where they feel that they are making a difference. It allows our senior receivers to remain independent in their home, and gives every one a sense of well-being," she added.

Philip Yocom, who manages the national Seniors Helping Seniors franchise organization, said he is pleased to welcome the Atkinses as franchise partners. "They come to our Seniors Helping Seniors community with many years of management experience and a deeply personal knowledge about what it means to be a caregiver for seniors. They will make an excellent addition to our franchise family, people who are dedicated to providing the Seniors Helping Seniors brand of loving, giving,

caring and compassionate service and who will fulfill our mission in further expanding our care giving and companionship services in New York," he said.

Horace Atkins said "Our services also will offer caregivers respite and peace of mind, knowing that their loved ones are receiving quality care and companionship from a trusted organization."

Philip Yocom, and his wife, Kiran Yocom, co-founded Seniors Helping Seniors In-Home Services (SHS), which began as a non-profit organization serving Reading and Berks County, Pennsylvania. That first non-profit organization today encompasses more than 250 senior providers helping more than 600 senior receivers. In 2007, the non-profit Seniors Helping Seniors provided nearly 17,000 hours of service.

Philip Yocom said, "What began as a heartfelt mission to fill a need that was not being served by our local community is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society."

He said, "We want the existing Seniors Helping Seniors organization and any future franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

"We will support all our franchisees with all of the expertise we have gained in running Seniors Helping Seniors. We'll also provide marketing, sales, management, and technology support."

He added, "We believe we have found a practical, cost-effective way to help seniors remain independent and to continue contributing. As we grow nationwide, we remain committed to providing our brand of loving, giving, caring, compassionate service."

For more information, contact the Atkins by e-mail at [britah3@netscape.net](mailto:britah3@netscape.net) or by phone at 516-492-9290. For more information about franchises, visit [www.seniorshelpingseniors.com](http://www.seniorshelpingseniors.com) or e-mail [opportunities@seniorshelpingseniors.com](mailto:opportunities@seniorshelpingseniors.com) or call 610-858-2556.