



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

**For Immediate Release
November 22 , 2010**

Contact:

Brenda Watson or Corey Hutt: (315) 280-0739
E-Mail: bwatsonSHS@AOL.com

Don Carrick: (610) 898-1152
E-Mail: don@seniorshelpingseniors.com



**Seniors Helping Seniors® services,
Brenda Watson and Corey Hutt, will be providing
in-home assistance for seniors in the Greater Syracuse area of Central New York.**

Wyomissing Hills, Pa – To help meet the growing demand of older Central New York area residents who want to remain in their own homes and stay as self-sufficient as possible Brenda Watson and Corey Hutt along with Brenda's husband, Randy Watson, have established a new **Seniors Helping Seniors®** in-home services franchise location. They will be providing services for seniors in the Greater Syracuse area as well as Cortland, Madison, and Onondaga Counties of Central New York state.

Seniors Helping Seniors in-home services offers loving, caring, compassionate non-medical services *for seniors by seniors* to help them live independently with dignity and respect. **Seniors Helping Seniors** Receivers are matched with senior Providers. They provide services, such as; companionship, transportation, meal preparation, personal care, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

"Our inspiration to start a **Seniors Helping Seniors** center comes purely from the desire to give to our community" says Corey. He goes on to observe, "We see so many seniors at home, lonely, and in need of some help with day-to-day living and companionship. Our new service will help connect people in the community who may need a little help with other seniors who can relate to them and help them maintain their independence. Seniors deserve to age with dignity and sometimes a little help and companionship is all it takes. Our service empowers seniors to give back to their community by helping others and helps both the service provider and the service receiver feel productive and connected to the community."

Brenda and Corey are committed to helping seniors throughout central New York. "The services that we will be providing are vital to the people who founded and made our communities what they are today. We need to respect our seniors and set an example for future generations. Sometimes all it takes to make a difference in a senior's life is to sit down, listen, and hear what they have to say. Seniors are living longer than ever before, and we want to enhance their quality of life through companionship and love." notes Brenda.

Brenda and Randy owned and operated the Mason Jar restaurant in Vernon, NY for 15 years. They both get so much joy out of connecting with people in their community, especially seniors. They are both extremely active in their community, bringing dinners to seniors during the holidays as well as making donations. "Brenda is just a naturally friendly person with a huge heart," shares Randy. "She gets so much fulfillment by making people happy." Like Corey, Brenda and Randy want to give back to the community that supports them. They see **Seniors Helping Seniors** in-home services as a perfect way to do so.

This is not just a business for Brenda and Corey...it's personal. Corey shares, "My wife's grandfather cannot walk or take care of himself. He lives with my mother-in-law, who takes care of him day in and day out. We periodically assist in caring for him. For grandpa, having us take care of him is not an ideal situation. He would be much more comfortable with someone who is his peer. Recently it was his 94th birthday. The happiest we had seen him in a long time was when men his own age came to visit him on this day. While seniors love their family they also enjoy the company and feel comfortable with their peers. This is what seniors helping seniors is all about, making a connection, senior to senior."

Namrata Yocom, **Seniors Helping Seniors** Vice President, is pleased to welcome Brenda, Randy and Corey as our new Franchise Partners. "Brenda, Randy and Corey are joining our **Seniors Helping Seniors** family with a heartfelt desire to improve their community and the lives of the seniors who live there. Their personal understanding, compassion and dedication to helping others makes them an excellent addition to our franchise community. With the support of their large and loving family they are clearly dedicated to providing the **Seniors Helping Seniors** brand of caring and compassionate service. I am confident they will fulfill our mission of providing the highest quality care-giving and companionship for seniors in the Central New York state area."

Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** in-home services, which began as a non-profit organization serving Berks County, Pennsylvania over ten years ago. The original **Seniors Helping Seniors** center continues that tradition, providing over 1,000 hours of service every month.

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

Seniors Helping Seniors organization has grown to over one-hundred franchises in thirty states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

Philip adds, "We support all of our franchises with the expertise we have gained in running the **Seniors Helping Seniors** Berks County office. We also provide marketing, sales, management, and technology support. We believe we have found a practical, cost-effective way to help seniors remain independent and continue contributing to their community."

For additional information, contact:

Brenda Watson or Corey Hutt: (315) 280-0739

E-Mail: bwatsonSHS@AOL.com

Visit their website: <http://www.seniorshelpingseniors.com/GreaterSyracuse/>

For Franchise Information:

Visit Our Website: www.seniorshelpingseniors.com

E-Mail: opportunities@seniorshelpingseniors.com

Call: (610) 858-2556

###