

FOR IMMEDIATE RELEASE

Contact: Lourdes Docteur-Bailey:
brooklynseniorcare@yahoo.com, 347-689-8589
Alan Shirk: alan@shirkcom.com, 610-736-9223

Seniors Helping Seniors® In-Home Services
Establishes Franchise in Brooklyn, New York

Wyomissing Hills, Pa.--To help meet the growing demand of older New Yorkers who want to remain in their own homes and remain as self-sufficient as possible, Seniors Helping Seniors® In-Home Services (SHS) has established a new franchise in Brooklyn, New York, that will serve Bedford-Stuyvesant and parts of Canarsie, Crown Heights, East Flatbush, Flatlands, Marine Park and Old Mill Basin.

The franchise is owned and operated by Lourdes Docteur-Bailey, Brooklyn, who has 14 years of experience as an educator, manager for an import/export company and volunteer at a nursing center working with seniors. She is also a volunteer singer and entertainer with seniors.

Docteur-Bailey has a BS degree in Early Childhood Education from Boricua College, Brooklyn, and a master's degree in science education and school counseling from Long Island University's Brooklyn campus, which included an internship at the Bishop Henry B. Hucles Episcopal Nursing Home in Brooklyn. She is planning to pursue her doctorate in education child psychology at Brooklyn's LIU campus and currently works for the New York Department of Education.

A grand opening for her Seniors Helping Seniors franchise will be held on Saturday, Oct. 20, 2007 from 3 to 6 p.m. at the Bedford Stuyvesant YMCA, 1121 Bedford Ave., Brooklyn. Please RSVP by calling 347-689-8589

Seniors Helping Seniors is a national caregiver organization and the only one that matches seniors who need in-home care services with seniors who provide them.

"We are extremely pleased that Lourdes has joined the Seniors Helping Seniors organization," said Reema

Nirola, the master license holder whose territory includes New York. "Lourdes' experience as an educator and businesswoman and her knowledge of the needs of older Americans, makes her especially well qualified to implement and manage one of our franchises. There is a definite need for our brand of loving, giving, caring and compassionate service in Brooklyn."

"I was immediately drawn to the possibilities of a Seniors Helping Seniors franchise when I first heard about it. Through my work with the Brooklyn Nursing Home Center, I understand how vital it is for seniors to have access to services like mine. I want to do everything that I can to expand the opportunities available to them to be able to remain independent and to stay in their own homes," said Docteur-Bailey.

"For me, Seniors Helping Seniors presents an opportunity to become even more independent and successful. Owning a franchise will enable me to take advantage of my many years of business and education experience and be able to continue contributing to the quality of life in my Brooklyn neighborhood."

She added, "Seniors Helping Seniors is unlike any other business in my neighborhood; we will match caring seniors (providers) with other seniors who need help (receivers)." Also Seniors Helping Seniors is a way to reach out to all younger seniors who still have the energy and the desire to make things happen while being helpful to other seniors in need of their service."

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 2006, Seniors Helping Seniors provided nearly 13, 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 Lourdes and all of our master licensees and franchise partners 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," he added.

For more information, e-mail Lourdes Docteur-Bailey at brooklynseniorcare@yahoo.com or call her at 347-689-8589. For franchise information, e-mail Philip Yocom at philip@seniorshelpingseniors.com .