



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

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Seniors Helping Seniors® services and Kansas City native, Celia Richey, now providing in-home assistance for seniors in the Kansas City area helping them remain in their homes.

Wyomissing Hills, Pa – To help meet the growing demand of older Kansas City area residents who want to remain in their own homes and stay as self-sufficient as possible Celia Richey has established a, **Seniors Helping Seniors®** in-home services franchise location to serve seniors in the North Johnson and Wyandotte County areas.

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.

Celia has been searching for a way to help the community, "I have always wanted to have my own business and looked at several businesses and franchises over the years, but none seemed to provide an opportunity to give back to the community and the people who make the community special until I found **Seniors Helping Seniors** in-home services. This franchise offers me the ability to provide a much needed service in a caring and compassionate way to a growing segment of the population." She also says "I want to give back to the community by helping seniors maintain their quality of life and the connection to their homes and communities. I also want to make sure that seniors feel safe and secure and receive care from someone who understands what life is like to be a senior. "

"My sister and I are the primary caregivers for my 78 year old mother, providing transportation to and from appointments, taking her on errands and to the grocery store, and generally providing companionship since my father has passed away. I came to ask myself, what would my mom do if we weren't around? Who would provide the love and care that we provide? Who do people who don't have family around, or family that can provide the time necessary for care, rely on? When I came upon the **Seniors Helping Seniors** franchise, I found the perfect answer. Loving and compassionate care given by people who truly want to help and have a connection with the people they're providing for. " shares Celia.

A native of Kansas City, Celia has deep roots, a history of volunteerism and a personal commitment to improving her community. Her community involvement includes:

- Secretary of the Board of Directors, Kansas City Commercial Real Estate Women (CREW)
- Past co-chair of the Community Services Committee, heading up the group's participation in Race for the Cure as well as participating in Habitat for Humanity and helping to plan the annual golf tournament benefiting the Women's Employment Network
- Supervisor in the Volunteer Income Tax Assistance program (VITA) helping low income residents in Kansas City with filing their tax returns.
- Member of Congregation Beth Torah
- Participant in the Heartland Border Walk (4 years), a 50 mile walk over 3 days to benefit the MS Society.

A native of Kansas City, Celia believes that her greatest accomplishment has been raising two wonderful, intelligent, caring young men. Professionally she graduated from law school and passed the Kansas Bar while working full time and raising her 2 sons as a single mother. She successfully built and maintained profitable and long lasting relationships with clients, co-workers and subordinates over a 25 year career in the financial services industry. She established a successful independent consulting business providing services for a national client base and was instrumental in the start up of a national securitized lending company.

Namrata Yocom, **Seniors Helping Seniors** Vice President, is pleased to welcome Celia as our newest Franchise Partner. "Celia is joining our **Seniors Helping Seniors** community with years of professional, business and care-giving experience. Her personal understanding and dedication to helping others makes Celia an excellent addition to our Franchise community. Celia is clearly dedicated to providing the **Seniors Helping Seniors** brand of loving, giving, caring and compassionate service and I am confident she will fulfill our mission of providing the best care-giving and companionship for seniors in the Kansas City 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 eighty 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:

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Visit her website: www.seniorshelpingseniors.com/NorthJohnsonCounty/

For Franchise Information:

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