



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

**For Immediate Release**  
**May 21, 2009**

**Contacts:**

Carlton Hall or David Deneau: [SHS@ColoradoSHS.com](mailto:SHS@ColoradoSHS.com) or  
(720) 242-5285

Rebecca Niebel: [Rebecca@seniorshelpingseniors.com](mailto:Rebecca@seniorshelpingseniors.com) or  
(610) 898-1152

**Seniors Helping Seniors® In-Home Services**  
**Establishes Latest Franchise in Denver, Colorado**



Press Release Draft

Wyomissing Hills, Pa – To help meet the growing demand of older Coloradoans 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 in Denver, Colorado.

**Seniors Helping Seniors** In-Home Services opens in the Denver metro area offering non-medical services for seniors to live independently in their homes. Carlton and Jean Hall launch this business after years of helping families through their church. Carlton and Jean look forward to working together at this time in their lives. Carlton worked for many years in the telecommunications industry in which he holds three patents and authored several articles for industry trade journals. Jean says, "We have to give back to others; who understands better what seniors need than other seniors? I was fortunate to have had help when I needed it most and I want to help other seniors have a better life."

**Seniors Helping Seniors** Service Providers are matched with seniors to offer loving, compassionate care, such as: companionship, affordable transportation, meals, personal care, yard work, and handyman services. "Many seniors have much more to give and this business provides the opportunity to serve others and receive some income at the same time," comments Carlton. "Our Service Providers are seniors with the heart of a volunteer while being paid for their time."

David Deneau joins the Halls to provide operational support. David worked with veterans and needy families to develop jobs for them. David also managed self-employment ventures in graffiti abatement, customer service, and an e-commerce business for local artists. He and his sisters cared for their mother after their father passed away. They saw firsthand the difference between the quality of life for their mother living at home and living in a nursing home. "The time with Mom at home was a precious gift we could give her. We heard stories that she hadn't shared before; re-taught her some of her favorite recipes; and gathered for holidays in her home. When issues surrounding Alzheimer's became too much for us to care for her at home, we found a nursing home near our work so that we could still share meals with her, and participate in her activities at the nursing home. But it wasn't the same. She knew it; her quality of life slipped away. **Seniors Helping Seniors** In-Home Services is the nearest thing I've found to our families' care."

"We feel that the care that is available to seniors must be improved", said Carlton. "A person's quality of life is greatly enhanced when they can live in their own home. Unfortunately families are not able to provide the

assistance that a loved one may need to continue living in their own home. We provide services that will help seniors who need it and help their families as well. We provide the help that Denver's seniors need to live their lives to the fullest, by providing services from someone that understands, cares and connects with them. We do this by having seniors working with other seniors".

Jean said she believes that the mission of **Seniors Helping Seniors** In-Home Services to connect seniors with seniors makes the organization unique. "To my knowledge it is the only service dedicated to serving and hiring seniors." She continued, "I believe that seniors want to remain in their homes, to do this they just need a little extra help. Our seniors are active, happy people who were successful in their lives and want to continue contributing to society and want to help others. Seniors know the value in making their community stronger and serving those that need a little extra help. This enables them to make that difference in the lives of others and in their own."

"My goal is to make a difference in the lives of seniors by developing a network of loving, caring, and compassionate seniors that help one another." stated Jean.

**Seniors Helping Seniors** In-Home Services franchise will serve the southern part of the Denver metro area providing services in Arapahoe, Denver, and Jefferson, Counties.

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. In 2007, the non-profit Seniors Helping Seniors center 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 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."

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 care that goes above and beyond the service our fellow seniors need."

"Today we are pleased to offer this help in Denver to go along with our more than 50 franchises in Washington, California, Texas, Minnesota, Michigan, Ohio, New York, Pennsylvania, Connecticut, Massachusetts, Rhode Island, New Jersey, Delaware, Maryland, the District of Columbia, Virginia, North and South Carolina, Georgia, and Florida. We support all of our franchises with all the expertise we have gained in running our Berks County, PA **Seniors Helping Seniors** center. We provide marketing, sales, management, and technology support to our Franchise Partners."

For additional information, contact Carlton, Jean, or David at (720) 242-5285, visit their website [www.seniorshelpingseniors.com/DenverMetroSouth/](http://www.seniorshelpingseniors.com/DenverMetroSouth/) or email them at [SHS@ColoradoSHS.com](mailto:SHS@ColoradoSHS.com).

For Franchise Information:

Visit Our Website: [www.seniorshelpingseniors.com](http://www.seniorshelpingseniors.com)

E-Mail: [opportunities@seniorshelpingseniors.com](mailto:opportunities@seniorshelpingseniors.com)

Call: (610) 858-2556