



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

For Immediate Release
May 10 , 2011

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**Seniors Helping Seniors® services opens new location in Monrovia California
to provide jobs and in-home care for local seniors**

New business west of Los Angeles is part of national presence catering to aging population

Monrovia, CA – To help meet the growing demand of older California residents who want to remain in their own homes and stay as self-sufficient as possible, Angie Chen, has established a new **Seniors Helping Seniors** in-home services branch serving the Greater Pasadena Area. “I especially have a soft spot for seniors because they have so much to contribute with their life experience and work ethic. **Seniors Helping Seniors** in-home services is the perfect business where I can serve those in my community *and* work towards helping our elders grow old gracefully” shares Angie.

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, overnight stays and light housekeeping among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

“Experience with my aging parents has given me empathy for caretakers”, notes Angie, “it can be trying at times no matter who we are taking care of. Seeing my parents age has gotten me in touch with my own humanity. We are all walking down this path of mortality and we all want to be able to age with a certain quality of life. The Seniors Helping Seniors business idea is an opportunity for us to have a positive effect on peoples quality of life.”

Angie was born in Rangoon, Burma, now known as Myanmar but grew up in the San Gabriel Valley, CA. After graduating from Cal Poly Pomona with a degree in Business Administration she worked in a large advertising firm then joined her brother in his business making labels and tags for the garment industry. She moved to the island of Oahu for six years where she enjoyed selling Saturn cars for several years. She returned to California to help manage the family businesses. She has been a Rotarian for five years and has been honored as Rotarian of the year. She is currently a member of

the Pasadena Rotary and is a certified Community Emergency Response Team member. In her leisure time she makes stain glass, paints, gardens, hikes and enjoys spending time walking with her dog Stuart.

Namrata Yocom, **Seniors Helping Seniors** Vice President, is pleased to welcome Angie as our newest California Franchise Partner. "Angie is joining our **Seniors Helping Seniors** family with a heartfelt desire to improve her community and the lives of the seniors who live there. Her personal understanding, compassion and dedication to helping others makes her an excellent addition to our franchise family. She is clearly dedicated to providing the **Seniors Helping Seniors** brand of caring and compassionate service. I am confident Angie will fulfill our mission by providing the highest quality care-giving and companionship for seniors."

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 and fifty franchises in thirty-five states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Nevada, 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** office in Berks County. 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/GreaterPasadenia/

For Franchise Information:

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