



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

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New hope for in-home assistance for the elderly in the St. Paul area as Victor Fricano establishes a new Seniors Helping Seniors Franchise.

St Paul, MN – To help meet the growing demand of older St. Paul residents who want to remain in their own homes and stay as self-sufficient as possible, Victor Fricano has established a new **Seniors Helping Seniors®** in-home services franchise location in the Northern and Eastern St Paul areas. His office will be providing services for seniors in Northern Ramsey and Northern Washington Counties and he will be hiring seniors to provide the services.

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 handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

"I started **Seniors Helping Seniors** in-home services because when my grandfather, who lived 350 miles away from me, needed some help after being diagnosed with cancer, I was so grateful there was family nearby to assist my grandmother with his care, since I could not," says Victor. "I know there are other people out there who don't have family around, and my hope is to make life easier for them."

Victor was born in Maple Grove, MN. He received his BA in Marketing from Michigan State University's Eli Broad College of Business. He has been extremely active in his communities, volunteering and fundraising for organizations such as Detroit Public Television, Rouge River Rescue, American Heart Association, Susan G. Komen Foundation and the Emergency Food-shelf Network. When Victor is not working hard he enjoys music, playing and watching sports, cooking and working on his project car, a 1972 Chrysler Newport. "I have always had a desire to do something meaningful for my community as a career," says Victor. "**Seniors Helping Seniors** in-home services allows me to do just that."

"We are so excited to have Victor join our Franchise Community. His enthusiasm and genuine concern for older St Paul residents is at the heart of our core values of providing loving, compassionate in-home care to help improve the quality of life for seniors" notes Seniors Helping Seniors Vice President, Namrata Yocom-Jan.

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, 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** 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 their website: www.seniorshelpingseniors.com/StPaulNorth/

For Franchise Information:

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