



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

**For Immediate Release
May 31, 2011**

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Local resident inspired by personal experience to help Tucson seniors with in-home services.

Tucson, AZ – To help meet the growing demand of older Tucson seniors who want to remain in their own homes and stay as self-sufficient as possible Joan Green has established a new **Seniors Helping Seniors®** in-home services franchise location in Tucson. Her office will be providing services for seniors throughout the Tucson East and North areas and will be hiring local seniors to help provide services.

Seniors Helping Seniors in-home services offers loving, caring, compassionate non-medical services *by seniors for 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.

Joan was inspired to do the work of caregiving from her personal experiences caring for her mother and aunt. **"I cared for my mom and helped her remain independent for 6 years prior to her passing away,"** shares Joan. **"Now I am helping my 94 year old aunt remain in her home for as long as she can. I am so excited that with **Seniors Helping Seniors** in-home services I can help other families provide care for their loved ones in the way I was able to with my own family. There is a great need for seniors to remain independent, and having an option like **Seniors Helping Seniors** in-home services is vital to our community, where we can feel comfortable knowing we can remain in our homes for as long as possible with **some assistance.**"**

The senior Providers who work with Joan offer many services including transportation assistance, light housekeeping, pet care, yard service, home maintenance and repairs, and most importantly, companionship. This peer-to-peer assistance allows seniors in need to receive quality, compassionate care from someone they can trust and relate to. At the same time, seniors who provide services are able to remain active in their community and form relationships with fellow seniors.

Joan was born and raised in Paterson, New Jersey. She graduated from Ramapo College with a Bachelor of Science in Marketing. In 1999 she relocated to northern California, with the goal of eventually moving to Tucson, Arizona. In 2003, she finally made it there. **"Tucson is home, where I have family and friends and a wonderful community for me to be involved with," says Joan.** Along with the work Joan does in her community she is very active in her local church, especially with her church choir where they do a special performance every Christmas. She also sings with an outside singing group that performs at various senior centers in the area.

Ed Cotter and Susan Cotter, **Seniors Helping Seniors** Regional Owners for Arizona, southern California and southern Nevada, are excited to welcome Joan as our newest Franchise Partner. **"Joan lives and breathes the spirit of loving and compassion for helping others in her daily life. With the opening of her Seniors Helping Seniors business, she can continue her mission of caring for others. She will be a tremendous asset and resource to the seniors in her community and to their families living nearby and far away. Joan already exemplifies the heart of our business and will certainly bring that to her new business in Tucson."**

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 fifty franchises in more than 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 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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