

FOR IMMEDIATE RELEASE

EASTON, PA (October 15, 2008) – Lynn Marie Houghton, local owner of Seniors Helping Seniors®, a Lehigh Valley provider agency of in-home services, announces their office has moved to 2495 Freemansburg Avenue, Suite 3, in Wilson Borough. Houghton opened her Seniors Helping Seniors® franchise to help meet the growing demand of older residents of the Lehigh Valley who want to remain in their own homes and stay as self-sufficient as possible. “This endeavor has allowed me to take advantage of my nursing experience. Being able to reach out and help others is part of who I am. We help, not only the seniors themselves but, also the children of the seniors, who worry about their parents when they are unable to be there to help them due to working and a vast number of other obligations.”

Seniors Helping Seniors® makes life a little easier for their clients by providing services in the home -- companionship, light housekeeping, cooking, gardening, transportation and more, and all of their helpers are seniors themselves. They have a warmth and understanding that comes from experience and wisdom gained over the years. They are all loving, caring compassionate people who bring joy and companionship to everyone with whom they work. That’s why their seniors often become life-long friends with those who receive their services. “Additionally, I have a wonderful office staff of ‘working moms’ who are loving and caring and believe in what Seniors Helping Seniors® can bring to our community.”

Houghton originally opened her business in March of 2007 from her home office in Williams Township. “I needed to find a new office for my growing business, and I do believe we have located the perfect spot; one close to home but in the heart of Easton. Our new office is in a very visible and easy to find location that has brought us closer to the local highways and the communities we serve,” Houghton stated. The Seniors Helping Seniors® sign is very eye catching on the roof of their new office across from The City Diner on 25th Street.

Houghton is a registered nurse with 19 years of nursing experience. She received her associate’s degree in Nursing from Delaware County Community College and her BSN from Widener University. She has experience as a hospital staff RN, as a home health care nurse and a case manager/ discharge planning liaison for the Main Line Health System in Delaware County. Over the last year and a half as a Seniors Helping Seniors® franchise owner, her agency has helped numerous seniors throughout the Lehigh Valley remain independent in their own homes.

The Seniors Helping Seniors organization, which has five master license holders and nearly 50 franchise territories in Florida, New Jersey, Connecticut, Massachusetts, Pennsylvania, New York, Delaware, Virginia, Maryland, the District of Columbia, North Carolina, Georgia, Ohio and California--is a national caregiver and companionship organization and the only one that matches seniors who need in home care services with seniors who provide that care.

For more information about Seniors Helping Seniors® please call the Easton office at their toll free number, 1-877-494-3090, or visit www.seniorshelpingseniors.com.

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