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## **Seniors Helping Seniors® In-Home Services Establishes Franchise at Easton, Pa.**

Wyomissing Hills, Pa.--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, Seniors Helping Seniors® In-Home Services (SHS) has established a new franchise at Easton, Pa., that will serve portions of Northampton, Lehigh and Bucks counties.

The franchise is owned and operated by Lynn Marie Houghton, a registered nurse who lives in Williams Township just outside of Easton. 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 care nurse and as a case manager for Lankenau Hospital and the Main Line Health System, where she is employed part-time in their transfer center.

The official start-up date for Houghton's franchise is Monday, March 5, 2007

Seniors Helping Seniors is a national caregiver organization that matches seniors who need in-home care services with seniors who provide them.

"We are extremely pleased that Lynn has joined the Seniors Helping Seniors organization," said Philip Yocom, who manages the franchise system. "Her experience as a nurse and her knowledge of healthcare and the needs of older Americans makes her especially well qualified to implement and manage one of our franchises. There is a definite need for our brand of loving, giving, caring and compassionate service in the Lehigh Valley."

"I was immediately drawn to the possibilities of a Seniors Helping Seniors franchise when I first read about it in a nursing magazine. I am a stay-at-home mother and, since this is a home-based business, it allows me to continue doing that and to take further advantage of my nursing background. Plus being able to reach out and help others is part of who I am. I've worked with seniors as a nurse, so this is a perfect opportunity," she said.

Houghton, who is receiving support and encouragement from her husband, Greg, an attorney, added that this will allow her to really become involved in and make a difference in the community. "Seniors Helping Seniors is unlike any other business in the Lehigh Valley; we will bring together caring seniors who want to help with seniors who are in need of help. These individuals can identify with each other and this is what makes us different!"

In Northampton County, her Easton-based Seniors Helping Seniors franchise will serve Hanover, Williams, Lower Saucon, Palmer, Upper Nazareth, Lower Nazareth, Allen and East Allen townships, as well as Easton, Bethlehem and Nazareth. She will cover Salisbury, Upper Saucon, North Whitehall, South Whitehall and Whitehall townships in Lehigh County and Durham and Riegelsville in Upper Bucks County.

"I feel strongly about the realistic and meaningful potential Seniors Helping Seniors has for our growing seniors population in the Lehigh Valley. Helping them stay independent benefits all of us," said Houghton.

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. That first non-profit organization today encompasses more than 250 senior providers helping more than 600 senior receivers. In 2006, Seniors Helping Seniors provided nearly 13, 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 said, "We want the existing Seniors Helping Seniors organization and any future franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

"We will support Lynn and all of our master licensees and franchisees with all of the expertise we have gained in running Seniors Helping Seniors. We'll also provide marketing, sales, management, and technology support."

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 service," he added.

For more information call Lynn Houghton at Seniors Helping Seniors at 610-253-3232 or contact her by e-mail at [seniorshelpingseniors@verizon.net](mailto:seniorshelpingseniors@verizon.net). For franchise information, e-mail Philip Yocom at [philip@seniorshelpingseniors.com](mailto:philip@seniorshelpingseniors.com) .

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