

For Immediate Release

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Seniors Helping Seniors Founder Kiran Yocom Honored as a “Huggins’ Hero” by WCAU TV in Philadelphia

Kiran Yocom, Wyomissing Hills, founder of the non-profit Seniors Helping Seniors organization in 1998, is this week’s “Huggins Hero” being featured by Philadelphia television station WCAU, Channel 10 NBC. “Huggins Heroes” are chosen by the station’s veteran newscaster and on-air personality, Edie Huggins.

Yocom will be featured in a special segment airing on “The Ten Show” Wednesday, July 13, between the 10 and 10:30 a.m. DST. The segment also aired yesterday (Sunday, July 10). The station has been honoring people like Yocom for the last two years.

The honor was sparked by WCAU’s coverage of the Seniors Helping Seniors picnic held on Friday, June 17 at Yocom’s home in Wyomissing Hills. Pennsylvania Governor Ed Rendell was among those attending the picnic.

Seniors Helping Seniors matches seniors (providers) who can provide a service such as household assistance, companion care, yard work, handyman services or 24-hour care with other seniors (receivers), who are in need of services. The group now has about 500 receivers and 200 providers.

According to Yocom, “The mission of Seniors Helping Seniors is to provide seniors with the ability to choose an independent lifestyle in their own homes, for as long as possible, with the dignity and respect they deserve by finding caring seniors who help each other. We hope this picnic will do a lot to support that mission.”

She added that the group’s vision is to be the first place seniors in need of non-medical services to remain living in their homes call for assistance and to be the first place seniors seeking to supplement their incomes call for opportunities.

For more information, please call Seniors Helping Seniors at **610-927-2778**.