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Photo attached or available.

Seniors Helping Seniors® In-Home Services
Establishes Latest Franchise to Serve Northeast Atlanta

Wyomissing Hills, Pa - To help meet the growing demand of older Georgians 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 to serve northeast Atlanta, Ga., covering all of Forsyth County and part of Gwinnett County; Sugar Hill and Buford.

Seniors Helping Seniors--which has five regional owners and some 50 franchise partners in Georgia, New York, Ohio, North Carolina, South Carolina, New Jersey, Connecticut, Massachusetts, Rhode Island, Pennsylvania, Delaware, Virginia, Maryland, the District of Columbia, Michigan, Florida, Washington 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 them.

The newest franchise is owned and operated by Kenneth and Phlicia Keaton in Suwanee, Ga. There is also a Seniors Helping Seniors franchise in McDonough, Ga., serving all of Henry and Spalding counties.

Kenneth Keaton retired as a master sergeant from the U.S. Air Force in July 2008 after a career of 21 years that included logistics/supply chain management and electrical civil engineering experience. He has a BS in business management from National-Louis University; Wheeling, Ill. Phlicia Keaton has a BS in business management from the University of Phoenix. She has several years of experience in the human resources, staffing and guest services industries.

The couple has extensive experience working as volunteers, primarily with seniors--Kenneth Keaton for Christmas in April and Habitat for Humanity and Phlicia

Keaton with her mother, who worked as a volunteer for seniors for several years. In addition, she has volunteered her services with the Center for Children in Southern Maryland.

They chose a Seniors Helping Seniors franchise because it is an organization "they can believe in and stand behind," she stated. "When Kenneth retired, our goal was to pursue an opportunity that would enable us to contribute to the greater good while gaining a sense of self-fulfillment. We know that this will be very gratifying for us to be able to help seniors and caregivers."

Kenneth Keaton believes Seniors Helping Seniors is important, especially in Georgia, which has the sixth fastest growing 60+ and 85+ populations among U.S. states. "It is important that we have organizations like Seniors Helping Seniors in place to provide a sense of assurance that seniors can remain independent with the dignity and respect they deserve.

"That goes both ways. Not only are we providing non-medical in home support to seniors who need it, but also giving seniors who can provide those services an opportunity to earn extra income," he added.

"We want to be the Number One choice among seniors," said Phlicia Keaton. "We want to be a strong, one-stop resource for the senior community in Forsyth and Gwinnett counties."

Philip Yocom, who manages the national Seniors Helping Seniors franchise organization, said he is pleased to welcome the Keatons as franchise partners. "They come to our Seniors Helping Seniors community with many years of management experience and a deeply personal knowledge about what it means to be a caregiver for seniors. They will make an excellent addition to our franchise family, people who are dedicated to providing the Seniors Helping Seniors brand of loving, giving, caring and compassionate service and who will fulfill our mission in further expanding our care giving and companionship services in Georgia," he said.

Added Kenneth Keaton; "Our services also give caregivers respite and peace of mind, knowing that their loved ones are receiving quality care and companionship from a trusted organization."

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 2007, the non-profit Seniors Helping Seniors provided nearly 17,000 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 all our 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."

For more information, contact the Keaton's by e-mail at shsga@comcast.net or by phone at 678-807-7955. For more information about franchises, visit www.seniorshelpingseniors.com, e-mail opportunities@seniorshelpingseniors.com or call 610-858-2556.