

For Immediate Release

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Leadership Berks partners with Seniors Helping Seniors®

Reading, PA--Leadership Berks, an organization that cultivates tomorrow's leaders, has selected Seniors Helping Seniors®, a local non-profit organization, as a field project for the 2007 core session. Leadership Berks has assigned four class members to Seniors Helping Seniors to assist in the preparation and execution of the Seniors Helping Seniors eighth Annual Picnic.

Leadership Berks is a non-profit organization that cultivates the interest, knowledge and skills of emerging leaders in Berks County.

"This project has provided an excellent opportunity for the class members to grow as leaders within our community," said Toni Eckert, executive director of Leadership Berks.

The committee is tasked with working closely with Seniors Helping Seniors resources to bring a formalized process to the planning of the annual event. Timeline management, media relations, community solicitations, database development and event execution are the areas of responsibility for the committee. "We are very fortunate to have the Leadership Berks committee working on this event with us. This can be a very challenging project and they have been instrumental in providing the structure and creative energy to help us take this event to the next level," said Kiran Yocom, who runs Seniors Helping Seniors.

Seniors Helping Seniors is a non-profit 501C (3) company founded in 1998 by Kiran Yocom and her husband, Philip Yocom. It was established as a way for seniors to give and receive valuable non-medical services such as household assistance, companion care, yard work, repair services and 24-hour care. The goal is to allow seniors to remain productive and independent in their own homes.

The eighth annual picnic will be held on Saturday, June 16 from noon to 5 p.m. at VF Outlet Village in Wyomissing. The third floor of the Designer's Place Building will be transformed into an Indoor Garden Party. This is a free event and is open to all seniors interested in either giving or receiving services. To attend, please RSVP to Randy Stout, executive director of Seniors Helping Seniors at 610-927-2778.

Leadership Berks committee members are Michelle Weaver, chair, sponsored by VF Outlet Village; Kristie Adams, sponsored by Beard Miller Company, LLP; Connie D'Augustine, sponsored by Sovereign Bank; and Jude Thompson, sponsored by the Junior League of Reading.

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