



SENIORS Helping SENIORS®
...a way to give and to receive®

FOR IMMEDIATE RELEASE

March 15, 2010

Contact:

Lisa Saputo: 714 369-2133

E-Mail SHSOrangeCounty@yahoo.com

Ramona Turpin: (610) 898-1152

Ramona@seniorshelpingseniors.com



Seniors Helping Seniors® In-Home Services Establishes Latest Franchise in South Orange County, California

Wyomissing Hills, Pa – To help meet the growing demand of older Californians who want to remain in their own homes and stay as self-sufficient as possible, **Seniors Helping Seniors®** in-home services has established a franchise, one of seven in the state of California, to serve South Orange County.

Seniors Helping Seniors in-home services offer loving, caring, compassionate non-medical services *for seniors by seniors* to help them live with dignity and respect and remain independent. **Seniors Helping Seniors** Providers are matched with senior Receivers. They provide services, such as: companionship, transportation, meal preparation, personal care, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Lisa Saputo launches the newest **Seniors Helping Seniors** office as a result of personal experiences. Lisa provided loving care for her own mother as she was suffering with terminal breast cancer in 1996. Lisa has also given her heart and energy while volunteering for Hospice in San Diego, Mercy Hospital Auxiliary, San Diego Young Professionals, Shoes for the Soul, Children's Rady Hospital, and The Gift of Giving. She also expects to lead a **Seniors Helping Seniors** team at the upcoming Memory Walk on May 15, 2010, for the Orange County Alzheimer's Association, as well as being part of the Marketing Committee and a sponsor of the yearly event.

Lisa was born in Barcelona, Spain and with her parents, now deceased, she relocated to Southern California, living in both San Diego and Orange Counties. She graduated from Point Loma University, with a Bachelor's Degree in Psychology and a passion for helping others. She has proven to be a successful entrepreneur by launching Bratz Snowboards and Apparel in 1995 and opening a clothing boutique called Vivian Rose in 1996. She has a "wonderful" son named Vincent and a beloved cat named Ollie. For fun Lisa enjoys being outside, rollerblading and hiking. She loves to travel and learn more about other cultures and traditions.

Lisa feels that **Seniors Helping Seniors** in home services provide the right combination of entrepreneurship with compassion and service for others. No matter what the business, service is key but especially when you are caring for another; loving and caring attention is essential!

Lisa says, "I enjoy older adults and the wealth of knowledge and wisdom they provide. I have seen through my experiences with my mother and the parents of friends, seniors still desire the experiences and companionship they have always enjoyed; they just need some assistance with day to day activities. With the increase in life expectancy, older adults are staying in their homes much longer and I want to be a part of making that journey more comfortable and enjoyable."

She continued, "My goal is not only to expand in other areas of Orange County and possibly San Diego but also to spread the message about the availability of quality, in home care *for seniors by seniors, for the help you want at a price you can afford.*"

Susan and Ed Cotter, Regional Owners in the southwest agree whole-heartedly, "We are excited for the communities Lisa will serve. There will be a real benefit to seniors, their families and thus the entire community! Lisa has boundless energy, enthusiasm, great ideas and strong business savvy. We know she will be tremendously successful! Her success will help so many seniors by providing assistance for those who need it and by providing a rewarding outlet for those who want to help. We are thrilled Lisa is bringing **Seniors Helping Seniors** in home services to Orange County."

Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** in-home services, which began as a non-profit organization serving Berks County, Pennsylvania over ten years ago. The original **Seniors Helping Seniors** center continues that tradition, providing over 1,000 hours of service every month.

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 continued, "We want the existing **Seniors Helping Seniors** organization and our franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

Seniors Helping Seniors organization has grown to over eighty franchises in thirty states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

Philip adds, "We support all of our franchises with the expertise we have gained in running **Seniors Helping Seniors** Berks County office. We also provide marketing, sales, management, and technology support. We believe we have found a practical, cost-effective way to simultaneously help seniors remain independent and continue contributing to their community."

For additional information, contact Lisa Saputo at 714 369-2133, visit her website www.seniorshelpingseniors.com/SouthOrangeCounty, or email her at SHSOrangeCounty@yahoo.com.

For Franchise Information:

Visit Our Website: www.seniorshelpingseniors.com

E-Mail: opportunities@seniorshelpingseniors.com

Call: (610) 858-2556