



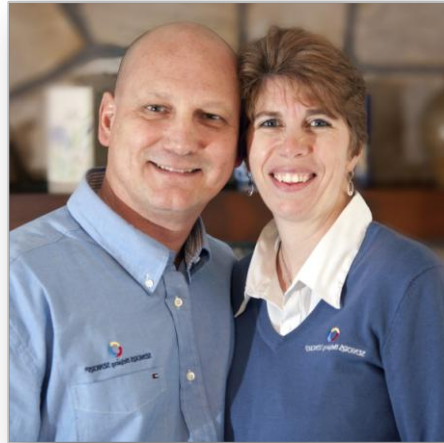
SENIORS Helping SENIORS®
...a way to give and to receive®

For Immediate Release
May 17, 2011

Contact:

Stella Ciroli-Lutsch or Craig Lutsch:
(440) 286-5166
E-Mail: craig.stella@shsohio.com

Don Carrick: (610) 898-1152
E-Mail: don@seniorshelpingseniors.com



Chardon couple follow their heart; helping local seniors remain independent.

Chardon, OH – To help meet the growing demand of older Ohio seniors who want to remain in their own homes and stay as self-sufficient as possible Stella Ciroli-Lutsch and her husband Craig Lutsch have established a new **Seniors Helping Seniors®** in-home services franchise location in Chardon. Their office will be providing services for seniors throughout Geauga and Lake Counties, and they will be hiring local seniors to help provide services.

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

Stella has chosen to follow her core values and work ethic to do something that will make a difference in people's lives and in her community. "Aging in place" is a desire for many older adults. "**Seniors Helping Seniors** services are based on loving and caring relationships between seniors" notes Stella. "It's how care should be given." Caring relationships help families feel confident that when their parents, grandparents or older loved ones receive services they know they are in good hands. Many seniors want to go out into their community and help others. The **Seniors Helping Seniors** concept encourages that. Active seniors find that being a service provider is emotionally as well as financially rewarding.

Craig shares that, "Stella and I are both very passionate about caring for the elderly. We pride ourselves in doing good for others. We will do for someone else before we do for ourselves. That is our chemistry together as a couple and what makes us want more than anything to be a part of this wonderful **Seniors Helping Seniors** family. We will be providing non-medical home care FOR seniors, BY seniors. There is not one competitor that can say this about their company. All of us are loving, caring and very compassionate about what we do. Our service providers want to do good and make a difference... not just punch a clock and go home. We are all here to take our time, open our hearts and

get to know the seniors who need our help, their family and their friends. I like to think of our relationship with our receivers as an extension of my own family.”

Stella has been a Registered Nurse for 21 years specializing in Geriatric Care for 9 of those years. She has additional training in restorative nursing and wound care and is currently studying for a certificate in Geriatric Care Management. She is a Licensed Massage Therapist, member of AMTA (American Massage Therapy Association) and NEOCMN (Northeast Ohio Case Management Network). Craig is a Mechanical Engineer and served the manufacturing industry for 28 years. He also spent four years in the mortgage banking industry and is a certified, background screened, mobile notary signing agent.

Both Stella and Craig are active in their community and are past chairs of the Luminaria Committee on the American Cancer Society Relay for Life Team in Geauga County. Craig served on the Church of St. Mary of Chardon parish pastoral council. They have six children ages 13 to 22 who keep them active and closely connected to their community.

Cheryl Williams and Peggy Conlon, **Seniors Helping Seniors** Regional Owners for Ohio, Kentucky and Indiana, are pleased to welcome Stella and Craig as our newest Franchise Partners. “They come to our **Seniors Helping Seniors** organization with many years of healthcare and business experience. Their deep faith, strong community ties, reverence for family and passion for helping seniors make them 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 Ohio and the Midwest.”

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 one-hundred fifty franchises in more than thirty-five states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Nevada, 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 the **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 help seniors remain independent and continue contributing to their community.”

For additional information, contact:

Stella Ciroli-Lutsch or Craig Lutsch:

(440) 286-5166

E-Mail: craig.stella@shsohio.com

Visit their website: www.seniorshelpingseniors.com/GeaugaLake/

For Franchise Information:

Visit Our Website: www.seniorshelpingseniors.com

E-Mail: opportunities@seniorshelpingseniors.com

Call: (614) 372-5373

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