



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

**For Immediate Release
November 30, 2010**

Contact:

Mona and Ric May: (772) 492-8381
E-Mail: mona@shstreasurecoast.com

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



Seniors Helping Seniors® services along with Florida natives, Mona and Ric May, bring much needed in-home assistance to seniors in Indian River and St. Lucie Counties helping seniors remain in their homes.

Wyomissing Hills, Pa – To help meet the growing demand of older Treasure Coast residents who want to remain in their own homes and stay as self-sufficient as possible Mona and Ric May have established a, **Seniors Helping Seniors** in-home services franchise location serving seniors in Florida's Treasure Coast area consisting of Sebastian, Vero Beach, Wabasso in Indian River County and Port St. Lucie, Ft. Pierce, and Traditions in St. Lucie County.

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

As the number of people over 60 yrs. old continues to grow at a record pace in the Treasure Coast area, more people will require some type of assistance at home. Our services offer a rewarding way for active seniors to help fellow seniors and stay connected to the community.

Peer-to-peer care makes it easier for receivers to have trust in and relate to seniors providing care. **Seniors Helping Seniors** in-home services match seniors who need a little help with seniors who want to help. "Offering assistance to seniors who need help by someone who has the same maturity and understanding of life, makes all the difference in the world," says Mona.

Mona and Ric, come to this work with the passion to truly be there for seniors in their community. Through their own experiences they have developed an intimate understanding of senior care. "While caring for my mother in her final years, Mona and I witnessed firsthand the resolve and passionate desire she had to remain independent and live life to the fullest. We want to help seniors in our community achieve the same thing," says Ric.

"There is a satisfaction in helping other people" shares Mona. "During our lifetime we have been privileged to appreciate and enjoy the friendships of our aging friends and family members. The culture of this franchise encompasses how we feel regarding our life's purpose. We want to build a business that provides services for seniors who need basic help in maintaining or improving their present lifestyle so they can live their lives with dignity and grace. "

Mona and Ric are both native Floridians, born in Lakeland. They have three daughters, a son and five grandchildren. Mona majored in Social Work at the University of South Florida. She worked as a Human Relations Manager for a private company with 240 employees before successfully representing her community and Florida in marketing the state to the motion picture and television industry. Ric obtained his law degree from The University of Memphis in 1975 and has been engaged in private practice in Florida and Tennessee for 35 years, much of which involved protecting the rights of seniors and their families.

Active in their community, both Mona and Ric look forward to serving seniors throughout Florida's Treasure Coast. "With **Seniors Helping Seniors** in-home services we hope to provide for the underserved senior community who need basic help maintaining or improving their present lifestyle and independence. For me, there is no greater joy than helping our seniors continue to live their lives with dignity and grace", says Mona.

The Seniors Helping Seniors Regional Owner for South Florida, Jim Hansen, is responsible for franchise development and support. "We could not wait for Mona and Ric to open. They are the embodiment of the Seniors Helping Seniors brand" notes Jim. "They will be changing lives in St Lucie and Indian River counties. We could not have picked a better couple to represent the brand besides Mona and Ric. They are truly loving, caring and compassionate people."

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. 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 120 franchises in thirty-five 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 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:

Mona and Ric May: (772) 492-8381

E-Mail: mona@shstreasurecoast.com

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

For Franchise Information:

Visit Our Website: www.seniorshelpingseniors.com

E-Mail: opportunities@seniorshelpingseniors.com

Call: (610) 858-2556

###