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(Photo Attached or Available at
www.shirkcom.com/shs/shs_michner_mike_anita.jpg)

Seniors Helping Seniors® In-Home Services
Establishes Latest Franchise at Jacksonville, North
Carolina

Wyomissing Hills, Pa - To help meet the growing demand of older North Carolinians 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 at Jacksonville, North Carolina, that will cover Onslow, Carteret, Jones, Craven, Pender and New Hanover counties.

Seniors Helping Seniors--which has four master license holders and some 36 franchise partners in North Carolina, New Jersey, Connecticut, Massachusetts, Pennsylvania, New York, Delaware, Michigan, Virginia, Maryland, the District of Columbia, Georgia, Florida 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. Seniors Helping Seniors also has a franchise in Raleigh, N.C.

The newest franchise is owned and operated by Mike and Anita Michener of Jacksonville, N.C. Their location will primarily serve the cities of Jacksonville, Morehead City, Maysville, New Bern, Hampstead and Wilmington and each city's surrounding area.

Mike Michener served as a Navy chaplain taking care of Marines for nearly 15 years and retired after having been injured while serving in Iraq. Most recently he was the program coordinator for a research study being conducted at Camp Lejeune on combat stress and post traumatic stress disorder. On May 1, he assumed the position of Family Readiness Officer on board Camp Lejeune for the Marine Special Operation Command. He received a BS degree from Asbury College, Wilmore, Ky.,

and a Master of Divinity degree at Asbury Theological Seminary in 1992.

Anita Michener received an early childhood development education from KLOS College in Heerlen, the Netherlands. For the past year, she has worked as an insurance agent and a certified long-term care planner working mainly with seniors, advising them about Medicare supplements, retirement income and planning, long-term care, life insurance and final expenses. Prior to that, she owned and operated a licensed child day care facility in Prather, California for 13 years.

Anita Michener said they have been searching for a business that allows them to continue working with seniors. "After exploring many opportunities, Seniors Helping Seniors was something we were both drawn to," said Mike Michener. "We both enjoy caring for others and the underlying philosophy of Seniors Helping Seniors resonates with our desire to reach out and make a difference."

Said Anita Michener, "Our goal is to become the go-to source for non-medical senior care and support within our community. We want to build a reputation of care and service that is second to none and to establish an environment that acknowledges seniors as invaluable members of the community. We'll treat each senior we encounter with respect and compassion, and tailor our services to match their specific needs.

Philip Yocom, who manages the national Seniors Helping Seniors franchise organization, said he is pleased to welcome Mike and Anita Michener as franchise partners. "They come to our Seniors Helping Seniors community with many years of business experience and a deeply personal knowledge about what it means to be a caregiver. 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 within North Carolina," he said.

Added Mike Michener, "The importance of the services offered by Seniors Helping Seniors becomes very apparent when a senior is no longer capable of remaining home alone without some form of assistance.

The devastating pain families feel after having to place a loved one in a nursing home is indescribable. We hope to help change that."

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 Micheners by e-mail at seniors4seniors@hotmail.com or by phone at (910) 338-1794 or (252) 653-4252. For franchise information, e-mail Philip Yocom at philip@seniorshelpingseniors.com