



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

**For Immediate Release**  
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**Contact:**

Patti Niebojewski:

(201) 615-6844

E-Mail: [Patti.shs.nnj@gmail.com](mailto:Patti.shs.nnj@gmail.com)

Don Carrick: (610) 898-1152

E-Mail: [don@seniorshelpingseniors.com](mailto:don@seniorshelpingseniors.com)



**Oakland, NJ business leads with the heart and is set to help area seniors with jobs and in-home assistance.**

Oakland, NJ – To help meet the growing demand of older New Jersey residents who want to remain in their own homes and stay as self-sufficient as possible Patti Niebojewski has established a new **Seniors Helping Seniors®** in-home service franchise location in Oakland. Her office will be providing services for seniors throughout Northwest Bergen and Northern Passaic Counties, and she will be hiring seniors to provide the services.

**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** 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.

It was Patti's friend Joan who saw an advertisement in Entrepreneur Magazine for the **Seniors Helping Seniors** franchise concept. Joan began to talk with Patti and after some thought Patti said to her, "Joan, this sounds like a perfect fit!" The two lifelong friends, though they live on opposite sides of the country, have gone through franchise training together and will both be opening **Seniors Helping Seniors** offices this Spring.

"My education, career as a leader in business and ministry, and life experiences have all had an impact on my decision to start a **Seniors Helping Seniors** center", shares Patti. "I have always had a heart for seniors. It is my nature to be a caregiver. I liked the unique concept of seniors helping other seniors and matching the right senior provider with the senior receiver makes perfect sense to me. What I heard from **Seniors Helping Seniors** founder Kiran and Philip Yocum spoke to my innermost being; first and foremost is serving with love, kindness and compassion."

Patti is well qualified to open her **Seniors Helping Seniors** franchise. She has worked for over 35 years in accounting, mostly in corporate business as an Accounting Manager. She is a licensed Realtor

in the State of New Jersey and interned for almost a year as a Chaplain at Overlook Hospital in Summit, NJ in the Emergency Room, Hospice, and on the cancer ward where she ministered to patients with cancer, leukemia, AIDS, and sickle cell anemia. She also cared for her own aging parents and knows firsthand the challenges faced by family caregivers.

The church Patti participates in is the High Mountain Church of the Nazarene in North Haledon, NJ. She has held many positions in the church throughout the years from board member to Sunday school teacher. She also belongs to the New Jersey Choral Society, a non-profit choral group and was recently its administrator. She is a member of the Tri-County Chamber of Commerce and the Paramus Chamber of Commerce, as well as the Oakland Chamber of Commerce. Patti is a volunteer at the Oakland Senior Citizen's Center where she is looking forward to starting a crocheting and knitting circle.

Sharon Santoni, Regional Owner for Eastern PA, NJ & DE is pleased to welcome Patti Niebojewski to our founded **Seniors Helping Seniors** community. "Patti will make a wonderful addition to our Regional and National team of **Seniors Helping Seniors** franchise owners. She is truly, loving and caring with very strong family values. My first impression of Patti was that she exudes professionalism and demonstrates respect and warmth for seniors and people in general. She recognizes the growing number of seniors in her area, their need for in-home services and overwhelming desire to remain in their own homes. Patti took care of her own mother when she was ill. She personally witnessed a 96 year old neighbor who worked until she was 92 and saw the value of seniors remaining active and engaged in society," says Sharon. Everyone at **Seniors Helping Seniors** is looking forward to working with Patti.

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 franchises in thirty 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:**

Patti Niebojewski:

(201) 615-6844

E-Mail: [Patti.shs.nnj@gmail.com](mailto:Patti.shs.nnj@gmail.com)

Visit their website: [www.seniorshelpingseniors.com/NWBergNPass/](http://www.seniorshelpingseniors.com/NWBergNPass/)

**For Franchise Information:**

Visit Our Website: [www.seniorshelpingseniors.com](http://www.seniorshelpingseniors.com)

E-Mail: [opportunities@seniorshelpingseniors.com](mailto:opportunities@seniorshelpingseniors.com)

Call: (610) 858-2556

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