



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

For Immediate Release
April 26, 2011

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Mother and daughter team join forces providing heartfelt assistance for senior citizens in Northern Macomb and Southern St. Clair counties providing jobs and in-home assistance.

Rochester Hills, MI – To help meet the growing demand of older Michigan residents who want to remain in their own homes and stay as self-sufficient as possible Nancy Olson and her daughter Sarah Mullins have established a new **Seniors Helping Seniors®** in-home service franchise location in Rochester Hills. Their office will be providing services for seniors throughout Northern Macomb / Southern St. Clair 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.

Nancy has had experience providing care for family members. "Through this experience I have learned how quickly circumstances can change in a family due to illness and/or aging and how important it is to be able to find caring, reliable people to step in and help families cope with those changes." She realizes how much her own mother and aunts could have benefited from **Seniors Helping Seniors** services and looks forward to the opportunity to help other families.

After Nancy lost her husband she cared for a woman with cancer and helped her stay in her home. "I found great satisfaction helping this woman each day. Small things became big memories. She had no appetite and was very thin. I could carry her upstairs to help her bathe, change and get tucked her into bed. She wouldn't eat for her sons but with persistence and patience I was able to find things she was willing to eat. Although she only lived another three months, those months were some of the most rewarding for both of us. We formed a genuine bond and friendship. We began as strangers and ended as friends. That relationship motivated me to make the decision to bring **Seniors Helping Seniors** services to our area."

Sarah, a Licensed Practical Nurse (LPN), has seen a change in healthcare from patient based care to finance based care focused on volume and cost. Sarah has always enjoyed working with people and providing them quality care. "I am so excited to have this opportunity to be involved in seniors' lives and to help them remain independent and living in their own homes." My mother and I are embarking on this franchise endeavor mostly because of past personal health hardships in our own family. We want to be able to create a safe, compassionate place for people to turn when they need help. After experiencing what it is like to go through a long illness as the sole caregiver we recognize the need for quality, empathetic care. We would like to become a trusted resource for our community. We have always felt the desire to help others and we believe this will be a way to put words into action."

The **Seniors Helping Seniors** organization differs from other area services in that they find providers who are mature and have a lot in common with those for whom they are helping. These providers are people who truly want to help others and have the heart of volunteers not just employees motivated by a paycheck. These providers welcome to opportunity to provide comfort and care to members of their own peer group while supplementing their incomes.

Both Nancy and Sarah are active in the community. Nancy has volunteered in the Rochester Hills community schools. She has also participated in the Rochester Junior Women's League, and the annual Wayne State University brain tumor fund raiser. Sarah has volunteered with the Fayetteville, NC MacPherson Presbyterian Church Youth Group, the Fayetteville Animal Protection Society (A no kill animal shelter), The Salvation Army Christmas gift drive and was a member and volunteer for the Fayetteville, NC chapter of the Jaycees. She has been a leader of the Family Readiness Group for the 37th Engineer Battalion from 1999-2003 at Fort Bragg, NC. Sarah is also active in the National Multiple Sclerosis Foundation annual walk-a-thon.

"We know that in order for our Franchise Partners to be successful in this industry, they need to have a passion for both working with seniors and doing good. When we met with Nancy, we knew that she had the heart we look for in our Partners along with the desire to be successful. We did not talk to Sarah until after both of them went to an Open House in Reading, PA to meet our founders, but we were very pleased to hear from the home office that Sarah had many of the same qualities as her mother. We know that Nancy and Sarah will be a wonderful resource within their community as well as a great addition to our growing Seniors Helping Seniors family here in Michigan." Dave VanderLinde, Jr., Regional Owner Michigan

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 over 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:

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