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Photo of Laurie Owen and Tim Thomas attached or
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http://www.shirkcom.com/shs/shs_owen_thomas.jpg

Seniors Helping Seniors® In-Home Services
Establishes Franchise in Burlington County, New Jersey

Wyomissing Hills, Pa.--To help meet the growing demand of older residents of New Jersey 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 in Burlington County, New Jersey.

It will cover several communities and townships-- Burlington, Edgewater Park, Beverly, Delanco, Riverside, Riverton, Palmyra, Cinnaminson, Maple Shade, Mt. Laurel, Hainesport, Lumberton, Mt. Holly, Easthampton, Westhampton, Moorestown, Delran and Willingboro.

Seniors Helping Seniors--which has four master license holders and some 30 franchise partners in New Jersey, Connecticut, Massachusetts Pennsylvania, New York, Delaware, Virginia, Maryland and the District of Columbia--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.

The newest franchise is owned and operated by Laurie Owen, Riverton, N.J., who has more than 15 years experience as a Registered Nurse working in critical care, and her brother, Timothy P. Thomas, Bensalem, Pa., an independent insurance broker specializing in working with seniors on Medicare supplemental, long-term care and final expense insurance.

Owen is a clinical instructor at the Frankford Hospital School of Nursing, Philadelphia, a position she held

previously at Holy Family University. Her 15-year nursing career also includes personal care, intensive care, emergency room and short procedure unit experience. She received a BS in nursing from Thomas Jefferson University Hospital, Philadelphia, as well as degrees from the Pennsylvania State University and the Frankford Hospital School of Nursing.

Thomas, who works as an independent broker for Mutual of Omaha, Plymouth Meeting, Pa., also markets life and health insurance to the self-employed. He previously worked as an account manager and document solutions executive, customer support specialist and customer service engineer for the Xerox Corporation, Philadelphia, Pa. He received a cum laude BS in management from Rosemont College, Lower Merion, Pa., and is a master's degree candidate in Environmental Studies at the University of Pennsylvania, Philadelphia.

Owen's decision to establish a Seniors Helping Seniors franchise is based on her experience in dealing with caring for her father, who had a stroke at the age of 63. "I have seen first hand the devastation that occurs when a tragedy like this happens and the guilt associated with having to place a loved one in a nursing home for the rest of their life. I wish I had known about Seniors Helping Seniors when my father needed care after his stroke. So, I am very passionate about setting up my franchise. I know that we can make a difference in the lives of seniors and their families."

Thomas echoed his sister's feelings. "Plus, I always wanted to start a family business and I'm able to do that now with Laurie. Owning a Seniors Helping Seniors franchise will enable us to help as many seniors and their families as we can. My family has always helped other families.

"We chose Seniors Helping Seniors because its mission is to help seniors who need assistance while helping those seniors who can provide that assistance. We want them to consider us, too, as part of their family and to know that help is here for them," he added.

Sharon Santoni, the Seniors Helping Seniors master license holder for New Jersey, as well as eastern Pennsylvania and Delaware, said she is pleased to

welcome Laurie and Tim as franchise partners. "They come to our Seniors Helping Seniors community with diverse nursing and business experience and a deep commitment to applying and sharing that knowledge with seniors who want to remain in their own homes and maintain the dignity and independence they deserve. With Laurie's and Tim's personal experience caring for a family member, I am certain that they will deliver the loving, caring, compassionate care that has become a trademark of Seniors Helping Seniors," said Santoni.

Added Owen, "That's why Tim and I can appreciate the concept of Seniors Helping Seniors. I feel so strongly about wanting to give back and this is exactly the opportunity I have been seeking."

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 Laurie and Tim and all of our master licensees and 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 Laurie Owen and Tim Thomas at Seniors Helping Seniors at seniorshelpingseniors@netbusiness.com or call 856-314-8715. For franchise info, e-mail Philip Yocom at philip@seniorshelpingseniors.com .