



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

**For Immediate Release**  
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**In home assistance a relief to seniors and their families.**

Hamden, CT – To help meet the growing demand of older Connecticut residents who want to remain in their own homes and stay as self-sufficient as possible Rosemary Resler, has established a new **Seniors Helping Seniors®** in-home services franchise location in Hamden. Her office will be providing services for seniors throughout the Greater New Haven area including Hamden, Cheshire, Woodbridge, Bethany, Orange, West Haven and New Haven. Rosemary will be hiring seniors to provide 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.

In-home services are important to the elderly and needed by our community as more families are living globally leaving seniors living alone. We can help seniors remain independent in their own communities and homes where they will be more comfortable and at the same time help more active seniors remain engaged in their community and earn a little extra income by assisting seniors who need extra help.

According to the American Geriatric Society, the population of people in the United States age 65 and over continues to grow and is expected to reach over 80 million by the year 2030. "Aging adults want to stay in their own homes, in familiar surroundings where they can remain independent. In my many years of working with the elderly population I've seen the need for in-home care and I've seen the strain that providing it it can put on families. Family caregivers have less time for other family members or leisure time and risk feeling torn between the needs of their spouse, children, work and care giving. **Seniors Helping Seniors** services can help, by providing care and companionship by active senior "providers" who can relate and empathize with "receiver" senior clients since they are the same generation" shares Rosemary.

Working in many nursing homes over the years Rosemary has seen many seniors who really did not belong in that setting. "They did not have the opportunity live in the comfort of their own homes because they did not have anyone to help them. It could have been something as simple as not being able to get out to go to the doctor's office, supermarket or going down the stairs to do their laundry. We want to provide the services, we ourselves, would want and expect; and to have these services provided by someone from our own generation, who could identify with our needs and concerns" says Rosemary. "My goals for our franchise to be the service provider of choice."

Rosemary has worked in the health care field-serving seniors for over 30 years as a certified nursing assistant, certified medical assistant and in the Medicare insurance business. She has worked at Berks Heim, Medical Personnel Pool and the Berks Visiting Nurses in Pennsylvania; US Homecare, Tender Loving Care, Dr. Gary Grippo, Second Home Adult Day Care, MD Heath Plan, Physician's Health Services and Healthnet in Connecticut. Her husband, Chuck Resler, has also worked in, MD Heath Plan, Physician's Health Services and Healthnet in the financial area for over 20 years. With their combined experience, they are in a unique position to understand the issues and challenges that face seniors.

"We are very excited that Rose has joined our Seniors Helping Seniors Community in New England. She is in an area where we have so many seniors that want to stay in their homes. Her experience and compassion is a great addition to our area. Rose brings enthusiasm and heart that will bring help to many families. Helping seniors stay in their homes is a mission and she brings a passion to her business. She is well connected in her community and has the strong business skills needed to be successful and make a difference in many lives" shares Lynn Svindland, Regional Owner.

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:**

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

**For Franchise Information:**

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