



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

For Immediate Release

August 19, 2009

Contacts

Ron Canini: (614) SENIORS (614-736-4677)
E-Mail CaniniSeniors@aol.com

Rebecca Niebel: (610) 898-1152
E-Mail Rebecca@SeniorsHelpingSeniors.com



Seniors Helping Seniors® In-Home Services

Establishes Latest Franchise to Serve Seniors in

Delaware County, Northwest Columbus and Brown Township, Ohio

Wyomissing Hills, Pa - To help meet the growing demand of older Ohioans who want to remain in their own homes and stay as self-sufficient as possible, **Seniors Helping Seniors®** In-Home Services has established a new franchise which will serve Delaware County, northwest Columbus, and Brown Township, Ohio.

Seniors Helping Seniors organization- which has seven regional owners and over 60 franchise partners in Arizona, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington 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 mission of **Seniors Helping Seniors** services is to provide seniors with the ability to choose an independent lifestyle in their own homes, for as long as possible, with the dignity and respect they deserve by finding caring seniors to help each other.

The newest franchise is owned and operated by Ronald Canini. A native of Columbus, Ohio, he is the son of John and Mary Canini. Ron has one brother, Steven, a son, Kevin who is twenty-two and a daughter, Tina who is thirty. He has over thirty years of experience in the field of Architecture with twenty years specializing in healthcare architecture. Ron is a registered Architect and LEED Accredited Professional and is a member of the American Institute of Architects and the AIA Academy of Architecture for Health.

In addition to his professional achievements, Ron is an active member of St. Peter's Church in Worthington and The Vineyard Church in Westerville. Ron believes in the importance of taking care of one's mind, body and soul. His hobbies include bicycling, skiing and exercising.

Canini became interested in **Seniors Helping Seniors** services when his mother was diagnosed with Alzheimer's disease. The unique approach of hiring seniors as caregivers was appealing. While his mother needed occasional help, she wanted to maintain her independence and dignity. Having a caregiver that was a peer was comforting because she was able to receive the care she needed from someone who was also a friend. **Seniors Helping Seniors** Providers (those who provide care) and Receivers (those who receive care) have similar life experiences and can relate to one another. A bond forms and both Provider and Receiver benefit greatly from the relationship.

Ron said, "Working full-time made it impossible to help my mother the way she needs and deserves. I started looking into assistant care options for her and discovered the great need that we have in our community. **Seniors Helping Seniors** is a fantastic concept where we are employing seniors who want to continue contributing to their community and help others. At the same time they are also able to supplement their income. It is a relationship in which all parties benefit."

He said he hopes to help the Delaware and Northwest Franklin County senior communities lead more rewarding and fulfilling lives both through providing and receiving services.

Cheryl Williams and Peggy Conlon, **Seniors Helping Seniors** Master License Owners for Ohio, Northern Kentucky and Indiana, are pleased to welcome Ron Canini "He comes to our **Seniors Helping Seniors** community with many years of experience in healthcare facility architecture and a deep personal knowledge about what it means to be a caregiver. He 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 in Ohio and the Midwest."

Ron Canini added, "Our senior community has given so much to society and when they need us the most we tend to give them limited options for help. **Seniors Helping Seniors** will give seniors more control over their lives, by allowing them to stay in their homes and to receive loving, caring, compassionate services by other seniors who understand."

Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** In-Home Services, which began as a non-profit organization serving Reading and Berks County, Pennsylvania. Today, the original **Seniors Helping Seniors** center provides 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 said, "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."

"We support all of our franchises with all of the expertise we have gained in running our original **Seniors Helping Seniors** center. We also provide marketing, sales, management, and technology support to our Franchise Partners."

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 additional information, contact Ron Canini at (614) SENIORS (614-736-4677), visit his website <http://www.seniorshelpingseniors.com/NorthwestFranklinCounty> or e-mail CaniniSeniors@aol.com.

For Franchise Information

Visit Our Website: www.seniorshelpingseniors.com

E-Mail: opportunities@seniorshelpingseniors.com

Call: (610) 858-2556
