



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

FOR IMMEDIATE RELEASE

September 28, 2009

Contacts

Duane Cinnamon: (509) 869-2672
SeniorsHelpingSeniors.dc@charter.net

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



Seniors Helping Seniors® In-Home Services Establishes Latest Franchise to Serve Walla Walla and Tri-City Area Seniors

Wyomissing Hills, Pa - To help meet the growing demand of Washington seniors who want to remain in their own homes and stay as self-sufficient as possible, **Seniors Helping Seniors®** in-home services has established a franchise which will serve Walla Walla, Franklin and Benton Counties.

The **Seniors Helping Seniors** mission 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.

Seniors Helping Seniors franchise organization has seven regional owners and over seventy territories including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

Seniors Helping Seniors services are a national caregiver and companionship organization and the only one that matches seniors who need in-home care services with seniors who provide them.

Duane Cinnamon and his wife Sharron are excited to join the **Seniors Helping Seniors** family to extend their loving, caring, compassionate services to the Walla Walla, Tri-City Area. A native of Newberg, Oregon Duane has owned and operated successful fast food and construction businesses. As a licensed insurance agent, with Bankers Life and Casualty Company, he has received many high achievement and top performer awards. He has earned several professional

designations including, CSA (Certified Senior Advisor), CLTC (Certified in Long Term Care), LUTCF (Life Underwriters Training Council Fellow) and PHC (President's Honor Circle).

Duane said, "I have helped clients with claims on their long-term care policies for twenty-five years. The average nursing home claim is more than double the average home care claim. Nursing home care not only drains seniors of their funds but it is not where they want to be. We can help seniors remain living in their homes, with loving and caring Providers. As a result, they will maintain a better quality of life and be less likely to run out of money. This has an overall effect on our community because fewer dollars will be spent funding Medicaid benefits; leaving additional tax dollars for schools, police departments, fire stations and other public services."

In addition, Duane and Sharron belong to the local Walla Walla Elks Lodge No. 287, where they support programs for children. They are active members of Trinity Baptist Church and have been involved in raising money for the Inland Northwest Chapter Alzheimer's Association. They enjoy spending time with their three children ages 22, 16 and 13 years old. Duane also has three children and ten grandchildren from a previous marriage. In addition, Sharron and Duane enjoy travelling and going to the movies. Duane spends his time outdoors camping, hunting and hiking in the Blue Mountains. Sharron belongs to three bunko groups, and enjoys spending time with her "Bunko" friends.

Duane and Sharron became interested in **Seniors Helping Seniors** in-home services because of the unique opportunity to help seniors in their community.

"Establishing our **Seniors Helping Seniors** business is a win-win opportunity! Sharron and I have a passion for helping others and that is what **Seniors Helping Seniors** services are all about. When it is another senior providing care there is a natural connection because of their similar life experiences, principals and common view of the world. The bonds that form between our Providers and Receivers are what keep their "home" a *home* that is filled with love, compassion and understanding," Duane said.

Duane and Sharron are confident **Seniors Helping Seniors** services will be the number one provider of non-medical in-home services in their community and set an industry standard to keep seniors in their homes longer and enhance their quality of life.

He added, "There are many seniors who have retired from their careers and still want to contribute to our community. They have many skills and can provide services that would be of great value to other seniors. Although service Providers have the heart of a volunteer, they will be compensated for their time. Our services benefit all parties involved, giving active seniors an opportunity to help others and supplement their income and also provide the loving, caring, compassionate services that will allow less active seniors to maintain their independence, dignity and respect. As a result, lifelong friendships are formed between Providers and Receivers. It is a powerful circle of giving."

Philip Yocom, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome the Cinnamon's as franchise partners. "They come to our **Seniors Helping Seniors** community with many years of management and business experience. Duane and Sharron have a deeply personal knowledge about caring for loved ones as they reach their golden years. Duane and Sharron 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 Washington State,” he said.

Duane adds, “I have been involved, as an insurance agent, with many families as they set up a plan of care for a family member both at home and in nursing homes. One case in particular serves as an outstanding example of the power of remaining in one’s own home. We set up care for a client to move into a nursing home. Her health quickly began to decline and the doctors gave her a bleak outlook. Her niece decided to take her home for her last days. We set up a care plan at her niece’s house. Within a week her health began to improve. She lived comfortably for an additional five years. That is what this is all about.”

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** agency 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 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 **Seniors Helping Seniors** in-home services in Berks County, Pennsylvania. We also provide marketing, sales, management, and technology support to our Franchise Owners.”

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 Duane and Sharron Cinnamon at SeniorsHelpingSeniors.dc@charter.net , or by telephone at (509) 869-2672. Visit their website at www.seniorshelpingseniors.com/WallaWallaTriCities.

For Franchise Information:

Visit Our Website: www.seniorshelpingseniors.com

E-Mail: opportunities@seniorshelpingseniors.com

Call: (610) 858-2556

#