

## **MEDIA ADVISORY**

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(Before, during and after event. Thank you.)

### **For Immediate Release**

## **Seniors Helping Seniors Donating Clothing to Homeless at Reading's Opportunity House on Christmas Eve**

Wyomissing Hills, PA, December 23, 2008—Seniors Helping Seniors®, the non-profit organization that matches seniors who offer services (providers) with seniors who need them (receivers), is donating more than 100 sets of winter jackets, underwear and socks to the homeless at the Opportunity House, 430 N. 2<sup>nd</sup> Street, Reading, at 10 a.m. on Christmas Eve.

Seniors Helping Seniors, which provided nearly 17,000 hours of service during 2007, was established as a non-profit organization in Berks County in 1998.

“With the state of our economy, we feel that it especially important for all of us to share with each other and all of us at Seniors Helping Seniors want to help others as much as we can. It is an integral part of our mission,” said Kiran Yocom, Seniors Helping Seniors founder.

The non-profit Seniors Helping Seniors, which has helped hundreds of seniors in Berks County stay independent and remain in their homes, offers non-medical services such as companionship, homemaker help, personal care, overnight care, transportation, yard work and home repairs.

Yocom, whose work with Mother Teresa in India inspired her to start the Seniors Helping Seniors organization, stressed that “loving, giving, caring and compassionate service” is key to its success.

That success has led to the establishment of the national Seniors Helping Seniors® In-Home Services companionship/care giving organization that has grown to include some 50 franchise partners and six regional owners in Pennsylvania, Ohio, New Jersey, Connecticut, Massachusetts, Rhode Island, New York, Delaware, Virginia, Maryland, the District of Columbia, North Carolina, South Carolina, Georgia, Florida, Michigan, California and Washington.

For more information, visit [www.seniorshelpingseniors.com](http://www.seniorshelpingseniors.com) or e-mail [opportunities@seniorshelpingseniors.com](mailto:opportunities@seniorshelpingseniors.com) or call 610-858-2556.

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