



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

FOR IMMEDIATE RELEASE

December 7, 2009

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**Seniors Helping Seniors® In-Home Services Establishes
Franchise to Serve Northern California Seniors**



Wyomissing Hills, Pa - To help meet the growing demand of older Californians 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 to serve Northern Stanislaus and Southern San Joaquin Counties in Northern California.

Seniors Helping Seniors organization- has ten regional owners and eighty franchise territories in Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Iowa, Illinois, Indiana, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia and Washington. **Seniors Helping Seniors** in-home services 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 **Seniors Helping Seniors** franchise territory in Northern California is owned and operated by friends and business partners, Jim Toal, Rod Taylor and Athena Peterson.

Jim Toal joins the **Seniors Helping Seniors** organization with the support of his wife Sharon, children, Sheila Walker, Michael Krablin and Heather King and four grandchildren, Emilee, Simon and Olivia Krablin, and Parker King. Jim is an active member of the North Modesto Kiwanis Club, The Bridge Covenant Church, Director of the Junior Golf Association of Northern California, and Chairman of the Court Appointed Special Advocate for Children Charity Golf Tournament. Jim's hobbies include golfing and reading personal development books.

Jim said, "I have spent over twenty years as a member of the PGA of America (Professional Golfers Association). I have taught and promoted golf to men and women of all ages, backgrounds and abilities. Serving others has been the foundation of my career and I look forward to continuing that philosophy through **Seniors Helping Seniors** services."

Keeping it in the family, Jim Toal's mother, Victoria Dalicandro and sister, Helene Toal are **Seniors Helping Seniors** Master License Owners in the Chicagoland area of Illinois. Their family believes in **Seniors Helping Seniors** services as being a unique opportunity where one's success is defined through helping others.

Rod Taylor, a teacher and high school coach comes to the **Seniors Helping Seniors** organization with a passion to help others. He was honored as All Stanislaus District Coach of the Year for Basketball in 1995 and for Girls Golf in 2003. He is a member of the Spring Creek Country Club, The Bridge Covenant Church and

supports the Salvation Army. He and his wife, Susan, have four children, John, Emily, Matt, and Jason and two grandchildren, Noah and James.

Rod said, "I am retiring from teaching and coaching. The opportunity to help seniors remain active and independent will allow me to continue to make a difference in our community."

Athena Peterson feels that **Seniors Helping Seniors** in-home services are greatly needed in their community. She has been a volunteer and family caregiver for over twenty-five years and understands the needs of seniors and their families and spends time each week visiting with Alzheimer's patients. Athena spent several years caring for an aunt with Alzheimer's and her brother who was diagnosed with Multiple Sclerosis at a young age.

Athena's father moved to the United States from Greece. He met and married her mother, a native of Rice Lake, Wisconsin. Together, they started a successful business in Tracy, California. Athena's parents inspired her sense of dedication and work ethic. Athena worked at Lawrence Livermore National Laboratory in Livermore, California. She was an administrative assistant and administrator in the Earth and Energy Directorate. Athena enjoyed working with scientists and engineers and learning about their projects and world travels.

Athena and her husband, Dan have six children; Tim and his wife Dyan, Alethea and husband Jim, Kristen and husband Thad, Jenni, Erin, Erik and wife Hannah; and seven grandchildren, Michael, Karlie, Samantha, Abby, Grace, Luke and Lilly. Athena is a member of The Bridge Covenant Church and volunteers for Tracy Interfaith Ministries.

Philip Yocom, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome Jim Toal, Rod Taylor and Athena Peterson as franchise partners. "Jim, Rod and Athena come to our **Seniors Helping Seniors** community with many years of experience and a deeply personal knowledge about what it means to be caregivers. They will make excellent additions to our franchise family and will fulfill our mission in further expanding our care giving and companionship services in Northern California."

Philip Yocom and his wife Kiran 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 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** 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 continue contributing. As we grow, we remain committed to providing loving, caring, compassionate service."

For additional information, contact Jim Toal, Rod Taylor or Athena Peterson at (209) 573-0291, visit their website www.seniorshelpingseniors.com/NorthStanislausSouthSanJoaquinCA or e-mail info@SeniorsHelpingSeniorsNCA.com.

For Franchise Information

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