



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

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Contacts

Dana McKee: (770) 237-2124
GwinnettSHS@bellsouth.com

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



Seniors Helping Seniors® In-Home Services Establishes Latest Franchise to Serve Gwinnett County, Georgia

Wyomissing Hills, Pa – **Seniors Helping Seniors®** in-home services is pleased to welcome Dacula residents, Dana McKee and his wife Kathy to their franchise community to serve Gwinnett County, Georgia. The McKees are dedicated to helping seniors who want to remain in their own homes and stay as self-sufficient as possible. The McKee's **Seniors Helping Seniors** office is the third in Georgia; additional locations include the City of Suwanee, Henry and Spalding Counties.

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 organization's 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.

Dana McKee, Franchise Owner said, "**Seniors Helping Seniors** services provide non-medical services to seniors and so much more. We facilitate an intergenerational connection between less active and more active seniors and encourage them to develop lasting relationships. These relationships in addition to superior in-home services maintain seniors' quality of life and independence. Our Receivers and Providers develop a relationship based on trust, understanding and compassion. Senior Providers join our community because they are loving people who truly want to help. They have the heart of a volunteer but are compensated for their time."

Dana graduated from the University of Cincinnati with a Bachelor's of Science in Civil Engineering and a Masters of Structural Engineering. His twenty-five year career included positions in

construction, design and purchasing. Dana's hobbies include playing golf, boating and home and landscaping projects. Kathy graduated from Ohio State University with a Bachelor's of Science in Home Economics and Fashion Design. Her hobbies include exercising, knitting, sightseeing and caring for their Maltese, Zoey. They are also active members of their local United Methodist Church. Dana and Kathy have three sons; Kyle, 25; Matt, 24; and Nick, 20.

Dana said, "For many years, Kathy and I have wanted to own and operate a service business. We wanted to find an opportunity that would allow us to serve our local community and devote ourselves to helping others. We are proud to be a part of a unique model of matching seniors who can provide services with those that need them."

Dana added, "Both my mother and Kathy's mother were the primary caregivers for their own parents. Today, many families rely on two incomes and do not have the ability to help with family members full-time. It also becomes difficult to rely on friends and volunteers for long-term services. We can provide the reliable, loving, caring, compassionate services necessary for seniors to remain in their own homes."

Philip Yocom, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome Dana and Kathy McKee as franchise partners. "They come to our **Seniors Helping Seniors** community with many years of business experience. Their family experiences give them a deeply personal knowledge about the importance of loving and compassionate care when one is struggling to maintain their health and independence. Dana and Kathy 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 Georgia," he said.

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.

Today, **Seniors Helping Seniors** franchise organization has ten regional owners and over eighty franchise partners in Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

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 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 Dana McKee at (770) 237-2124 or e-mail GwinnettSHS@bellsouth.com.

Visit their website at www.SeniorsHelpingSeniors.com/GwinnettCounty.

For Franchise Information:

Visit Our Website: www.seniorshelpingseniors.com

E-Mail: opportunities@seniorshelpingseniors.com

Call: (610) 858-2556

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