



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

**FOR IMMEDIATE RELEASE**  
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**Contacts**

Lois & Ed Engel: (865) 269-4483  
E-Mail [Lois@seniorshelpingseniorstn.com](mailto:Lois@seniorshelpingseniorstn.com)

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



**Seniors Helping Seniors® In-home Services Establishes Franchise to Serve Anderson, Roane and Northern and Western Knox Counties of Tennessee**

Wyomissing Hills, Pa - To help seniors who want to remain in their own homes and stay as self-sufficient as possible, Clinton, TN residents Ed and Lois Engel have joined **Seniors Helping Seniors®** in-home services. The first **Seniors Helping Seniors** franchise in Tennessee, their territory will provide services to Anderson, Roane and Northern and Western Knox County seniors.

**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** 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. In-home services include personal care, transportation, light housekeeping, meal preparation, yard work, pet care and more.

"We believe the longer seniors can maintain their independence in their own home, the happier they will be and the longer they will live. Staying at home is less expensive than moving to a senior living facility and preserves a higher quality of life," said Ed Engel, Franchise Owner.

He continued, "Our goal is to become a recognized asset to the senior community as a trusted resource seniors can rely on. We will provide loving, caring, compassionate services for seniors by seniors."

Both Ed and Lois Engel are natives of Wisconsin but relocated to Tennessee because of its beauty and wonderful people. The couple has two sons, Matt and Mark and a daughter-in-law, Amber. They also have two granddaughters, Taylor and Brooklynn. Ed and Lois love the outdoors; Ed is a long-distance bicyclist and golfer while Lois is a hiker and gardener. Involved in their community, Ed and Lois are members of Faith Lutheran Church. They are board members of the Anderson County Chamber of Commerce, Knoxville Montessori School and the Family Business Institute of East Tennessee, Treasurer of the Independent Business Advisors of North America and past President and Vice President of Business Networking International.

Ed attended Carthage College in Kenosha, Wisconsin with a bachelor's degree in business administration in 1974; he passed the Pennsylvania CPA exam in 1985 and earned his master's degree in service management from Mercer University in 1999. Ed is also a certified facilitator of the Franklin Covey products, *7 Habits of Highly Effective People* and *4 Roles of Leadership*. A believer in life-long learning, Ed enjoys reading non-fiction business and self-help books.

Lois is a licensed practical nurse and has always worked in the nursing field, most recently at a nursing home facility. She has 41 years of nursing experience and has provided geriatric care, hospice care, home health care and private duty for most of those years.

She said, "The most difficult aspect of working in a nursing home was that I did not have time to spend with our residents. I could rarely sit with patients and talk to them and listen to their needs. I just did not have the time to show them how much I truly cared. I had to keep moving in order to complete my basic job requirements. Ed happened to see an article about **Seniors Helping Seniors** in-home services and told me about the organization. This is an opportunity for Ed and me to do something extremely fulfilling and purposeful while providing much needed services for seniors in our community."

Lois continued, "Ed was raised by his grandparents and I lived next door to mine. I am the youngest of seven children so my parents were older as I was growing up. My sister also had Down's syndrome. Ed and I understand what it means to have family members who require assistance. We have a respect and sensitivity to seniors and we are dedicated to providing services for seniors as if they are our own family members."

**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, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome Ed and Lois Engel as the first franchise partners in Tennessee. "They come to our **Seniors Helping Seniors** community with many years of personal and professional care giving experience. Ed and Lois make an excellent addition to our franchise family."

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.

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. 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 Lois and Ed Engel at (865) 269-4483 or e-mail [Lois@seniorshelpingseniorstn.com](mailto:Lois@seniorshelpingseniorstn.com).

Visit their website at [www.seniorshelpingseniors.com/Anderson/Roane/NorthKnoxTN](http://www.seniorshelpingseniors.com/Anderson/Roane/NorthKnoxTN).

**For Franchise Information:**

Visit Our Website: [www.seniorshelpingseniors.com](http://www.seniorshelpingseniors.com)

E-Mail: [opportunities@seniorshelpingseniors.com](mailto:opportunities@seniorshelpingseniors.com)

Call: (610) 858-2556

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