



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

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**Seniors Helping Seniors® In-Home Services Franchise
to Serve Birmingham Seniors**



Wyomissing Hills, Pa – To help seniors remain in their own homes and stay as self-sufficient as possible, Birmingham resident Stephen Baldwin opens the first **Seniors Helping Seniors®** center in the state of Alabama. The newest addition to the growing franchise organization will serve Birmingham area 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 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.

“The seniors we are serving are the people who built this country after World War I and World War II. They deserve nothing but excellence as a tribute to their sacrifices. As a child of parents born in 1922, I can remember stories about their sacrifices for my brother, sister, and I. Our **Seniors Helping Seniors** center will allow us give back to those who paved the way and provided for us for so many years,” Stephen said.

He continued, “I am a cancer survivor and battled the disease for over a year. I was exposed to many new things, one being care services. Whether it is someone recovering from a medical procedure or seniors trying to maintain their lifestyle, both deserve an exceptional care program. I am committed to providing the ultimate standard of care for seniors in Birmingham.”

Stephen Baldwin graduated from Western Michigan University in 1972 with a B.A. in Communication Arts and Sciences and a minor in Management. He has experience in education and training and has completed numerous courses in leadership, management and sales management.

He said, “My commitment to **Seniors Helping Seniors** services gives me an opportunity to make a difference in peoples’ lives and provide a much needed service to my community.

Stephen is the primary caregiver for his wife who has lived with Multiple Sclerosis since the age of 20. He is involved with the MS Society and participates in MS walks. Most recently, **Seniors Helping Seniors** services sponsored a rest station during the MS Bike-a-Thon in late September. He has also served as President of the Community Action House food bank, and service provider in Holland, Michigan. Stephen is also a reader for the blind in Alabama, using the studios of WBHM, an NPR affiliate.

Stephen said, "My wife and I have experienced the best and worst of care. Our **Seniors Helping Seniors** center is a resource for seniors in our community and their family caregivers. They deserve the best services and the most caring people and we are committed to making that happen. We feel honored to be in a position to offer the gift of **Seniors Helping Seniors** in-home services to our community. Our **Seniors Helping Seniors** center will offer comprehensive, fun, creative programs that both Receivers and Providers will benefit from."

Philip Yocom, who manages the national **Seniors Helping Seniors** franchise organization, said he is pleased to welcome Stephen Baldwin as a franchise owner. "Stephen comes to our **Seniors Helping Seniors** community with many years of management experience. He has a deeply personal knowledge of what it means to be both a provider and receiver of care services. Stephen will make an excellent addition to our franchise family, people who will fulfill our mission in further expanding our care giving and companionship services," 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.

Seniors Helping Seniors franchise organization has ten regional owners and eighty franchise territories 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.

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 Stephen Baldwin (205) 981-1926 or e-mail SBaldwinSHS@gmail.com. Visit www.seniorshelpingseniors.com/BirminghamAL

For Franchise Information:

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