



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

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**Seniors Helping Seniors® In-Home Services Establishes
Latest New England Franchise in Northwest Hartford County, Connecticut**

Wyomissing Hills, PA– To help meet the growing demand of older residents of Connecticut who want to remain in their own homes and stay as self-sufficient as possible; **Seniors Helping Seniors®** In-Home Services has established a new franchise in Northwest Hartford County, Connecticut. This location is the seventh **Seniors Helping Seniors** center in the state and the ninth in New England.

Seniors Helping Seniors franchise organization—which has six regional owners and over 55 franchise partners in Arizona, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington 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 newest franchise is owned and operated by Lisa Brower, Granby, CT. Her center will serve seniors from Granby south to Bristol, in Northwest Hartford County.

Other **Seniors Helping Seniors** franchises are located in Manchester, Branford, Fairfield, Waterford and Stonington, Connecticut. There are also locations in Barnstable and Reading, Massachusetts. The Stonington franchise covers a portion of western Rhode Island. The New England territory is owned and managed by Lynn and Tom Svindland, Granby. They established the organization's first-ever franchise in 2006.

Prior to establishing her **Seniors Helping Seniors** center, Lisa, a New York native was a claims adjuster for fourteen years and is a Realtor in Granby for the past two years. She is married to Chuck Brower and they have two children. Their son, Logan is 13 and daughter Mackenzie is 14 years old. Lisa is also very proud of her 86 year old mother. She lives in her own home in Granby and has been a great inspiration to Lisa. Lisa cherishes time spent with her mother. She enjoys watching her kids play sports, exercise, photography and landscaping. She also volunteers her time at her kids' schools participating in various activities.

"We are living longer and the vast majority of us have the same goal- to be able to stay in the homes that we love for as long as possible. In order to do that, we all will need some help along the way. Our services are special because they are being delivered by a peer, and the time spent together is social as well as functional." said Lisa Brower.

She adds, "The experiences that I have had as a caregiver are extremely personal. I helped care for my father who passed away at the age of 81 after a brave battle with cancer. I have also been caring for my mom for the last few years as her body has not kept up with her mind. She suffers from severe osteoporosis, which substantially limits her activities. Her total unwillingness to give up has had a strong impact on how I view life. Life is a gift meant to be lived to the fullest. **Seniors Helping Seniors** services give that gift of life."

Lynn Svindland, who manages the **Seniors Helping Seniors** New England territory, said she is pleased to welcome Lisa Brower as a franchise partner. "She comes to our **Seniors Helping Seniors** community with many years of business and customer service experience. Her extraordinary relationship with her parents has provided her with a deeply personal knowledge about what it means to be a caregiver for seniors. Lisa 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 throughout the New England states."

"We will be the leader in loving, caring, compassionate in-home-care for seniors in our community," adds Lisa.

In 1998 Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** In-Home Services, which began as a non-profit organization serving Reading and Berks County, Pennsylvania. The original **Seniors Helping Seniors** center continues the tradition that began over ten years ago, providing over 1,000 hours of service each 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** Berks County office. We also provide marketing, sales, management, and technology support."

He added, "We believe we have found a practical, cost-effective way to help seniors remain independent and to continue contributing."

For additional information, visit Lisa Brower's website www.seniorshelpingseniors.com/Granby or e-mail LisaSHS@cox.net.

For Franchise Information:

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