



Seniors Helping Seniors® Loving, Caring, Compassionate Services *for Seniors by Seniors* Continues Steady Growth Despite A Tough Economy

Reading, PA – September 2009 – **Seniors Helping Seniors®** in-home services demonstrate that with a powerful mission and strong values anything is possible. Despite the turbulent economic climate and challenges facing our nation, **Seniors Helping Seniors** franchise organization continues its steady growth as they gear up for their biggest fall season to date.

Seniors Helping Seniors in-home services is steadfast as they carry out their mission 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.

After years of providing **Seniors Helping Seniors** services in Berks County, Pennsylvania, co-founders Philip and Kiran Yocom extended their passion for helping others with the launch of **Seniors Helping Seniors** franchise organization in 2005. Kiran's mission to help those who cannot help themselves combined with Philip's over 30 years of franchise development and management experience has proven a winning combination. The couple has successfully developed a franchise community of loving, caring, compassionate people to spread their **Seniors Helping Seniors** mission throughout the United States.

Seniors Helping Seniors CEO Philip Yocom said, "What began as a heartfelt mission to fill a need not being served by our community with our first center in Berks County, Pennsylvania, has turned into not only an incredibly rewarding business, but also a proven, affordable way to help seniors and caregivers across the country. We are helping thousands of older Americans remain in their own homes."

Today, there are 10 Master License Owners and 70 **Seniors Helping Seniors** centers in communities throughout the United States including, 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.

This fall 2009 season is projected to be the largest growth period for the organization. Prospective franchise owners come from diverse backgrounds both personally and professionally but they all share a passion for helping others. **Seniors Helping Seniors** services facilitate mutually beneficial relationships between Receivers, Providers and family caregivers.

Kiran Yocom was called to start **Seniors Helping Seniors** in-home services after she spent 14 years working with Mother Teresa in India. Kiran said, "We are all here because we need each other – those who help and those who are helped."

Philip Yocom adds that **Seniors Helping Seniors** franchises offer many advantages, "They are home-based businesses, require a reasonable investment and are easy to start. We provide extensive sales, marketing and administrative support to all of our franchise partners."

"We want our **Seniors Helping Seniors** organization and our future franchise partners to be the first place that seniors requiring non-medical services and those seeking extra income call," Philip continues.

For more information, visit www.seniorshelpingseniors.com or e-mail opportunities@seniorshelpingseniors.com or call 610-858-2556.