



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

**For Immediate Release**

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**Seniors Helping Seniors® In-Home Services Establishes Latest Franchise in Keaau, Hawaii**

Wyomissing Hills, Pa – To help meet the growing demand of older Hawaiians who want to remain in their own homes and stay as self-sufficient as possible, **Seniors Helping Seniors®** In-Home Services has established its newest franchise, and the first in the state of Hawaii.

**Seniors Helping Seniors** In-Home Services offer loving, caring, compassionate non-medical services *for seniors by seniors* to help them live with dignity and respect and remain independent. Shinichi Matsumoto launches his **Seniors Helping Seniors** center as a result of his desire to enhance the lives of seniors in Hawaii and become a trusted resource for seniors and their families.

Shinichi Matsumoto, a native of Hyogo, Japan came to the United States to attend Georgia State University in 1998. He graduated from Georgia State University with a B.S. in Physics. Shinichi has also been actively involved in giving back to his community as a member of the nonprofit organization, Faith in Action. Shinichi also cherished times spent helping a senior in his community by providing companionship and light house maintenance on the weekends. These experiences helped Shinichi identify his passion for helping others.

Shinichi joined the **Seniors Helping Seniors** franchise community because "I had always wanted to serve seniors and also create fulfilling jobs for them but I was unable to materialize the concept. That is until I learned of **Seniors Helping Seniors** In-Home Services. With the **Seniors Helping Seniors** structure, I can accomplish both goals- creating jobs for active seniors and serving less active seniors; I knew immediately this was the right opportunity for me."

**Seniors Helping Seniors** Providers are matched with senior Receivers. They provide loving, giving, compassionate care, such as: companionship, transportation, meal preparation, personal care, yard work, and handyman services among others. Providers are seniors with the heart of a volunteer, but are paid for their time. "My goal is to have our **Seniors Helping Seniors** center in Hawaii become a valuable resource for our community."

"My own family struggled with the responsibilities of caring for my grandmother as she aged. I want to take away the stress that often comes with caring for a loved one which many families in our community face. **Seniors Helping Seniors** services enable seniors to remain in their own homes where they want to be and allow families to regain their quality time together," Shinichi said. The **Seniors Helping Seniors** culture makes a difference in the lives of seniors not only because of the services that are offered, but also by developing a network of seniors that help one another.

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."

Philip is pleased to welcome Shinichi Matsumoto as a Franchise Partner. "He comes to our **Seniors Helping Seniors** community with many years of business experience. His family and community experiences have inspired in him a passion to help seniors. Shinichi 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 United States."

He continued, "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."

"Today we are excited to offer our services in Hawaii in addition to our over 55 franchises 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," said Philip.

He adds, "We support all of our franchises with the expertise we have gained in running **Seniors Helping Seniors** Berks County office. We also provide marketing, sales, management, and technology support. We believe we have found a practical, cost-effective way to simultaneously help seniors remain independent and continue contributing to their community."

For additional information, contact Shinichi Matsumoto at (808) 990-9400, visit his website [www.seniorshelpingseniors.com/BigIsland](http://www.seniorshelpingseniors.com/BigIsland) or email him at [s.matsumoto@shs-hi.com](mailto:s.matsumoto@shs-hi.com).

**For Franchise Information:**

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