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Seniors Helping Seniors® In-Home Services Establishes Franchise at Granby, Connecticut

Wyomissing Hills, Pa., March 7, 2007--To help meet the growing demand of older New Englanders who want to remain in their own homes and stay as self-sufficient as possible, Seniors Helping Seniors® In-Home Services (SHS) has established a new franchise location at Granby, Conn., that will primarily serve Farmington Valley, Pioneer Valley and the Suffield and East Granby areas.

The franchise is owned and operated by Lynn and Thomas Svindland, who live in Granby. Lynn has extensive experience working with seniors as a realtor and marketer of a 55+ active adult neighborhood. A designated Senior Residential Real Estate Specialist, she is also a Certified Prudential Connecticut Active Adult Specialist and has been selling real estate for more than 20 years.

She has a master's in special education and taught special education in New York, Brooklyn and Staten Island for 10 years. Her husband, Tom Svindland, a civil engineer, is helping her with the franchise. Tom has personal experience in helping aging family members. Tom's mother had Alzheimer's and he cared for her.

The Svindlands will have a Grand Opening on Monday, March 26, 2007 from 1 to 3 p.m. at Eno Memorial Hall, Old Court Room, 754 Hopemeadow Street, Simsbury, Conn. Please RSVP by calling 860-413-9050..

Seniors Helping Seniors is a national caregiver organization that matches seniors who need in-home care services with seniors who provide them.

"We are extremely pleased that Lynn and Tom have joined the Seniors Helping Seniors organization," said Philip Yocom, who manages the franchise system. "Their experience and knowledge of healthcare and the needs of our older Americans makes them especially well qualified to implement and manage one of our franchises. There is a definite need for our brand of loving, giving, caring and compassionate service in major cities."

"I have had extensive experience working with the older population in my career and I understand the importance of helping seniors to maintain their independence. I also know how important it is for caregivers to have options like Seniors Helping Seniors," Lynn Svindland said.

"I joined Seniors Helping Seniors because the people involved really care about seniors. For me, it is an opportunity to do something I feel good about. And I understand what

seniors and because I am caring for my father, who is 80 and totally independent," she said.

Her goal for the Granby Seniors Helping Seniors franchise is to help seniors stay in their homes and enjoy their lives as long as possible. "I strongly believe that our services will allow families to enjoy each other rather than having to worry about providing care. I know this can make a difference in our area."

"I also see a great benefit to the seniors who are helping, many love to help and will benefit from income and interaction"

Lynn Svindland also stressed, "Most importantly, while there are many agencies offering similar services, ours is unique because we have seniors interacting with seniors. There's a great comfort for those who receive our services and those who provide them. And, it's a great employment opportunity for seniors."

Philip Yocom, and his wife, Kiran Yocom, co-founded Seniors Helping Seniors In-Home Services (SHS), which began as a non-profit organization serving Reading and Berks County, Pennsylvania. That first non-profit organization today encompasses more than 250 senior providers helping more than 600 senior receivers. In 2006, Seniors Helping Seniors provided nearly 13, 000 hours of service.

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 any future franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

"We will support Lynn and Tom and all of our master licensees and franchisees with all of the expertise we have gained in running Seniors Helping Seniors. We'll 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. As we grow nationwide, we remain committed to providing our brand of loving, giving, caring, compassionate service," he added.

For more information call Lynn Svindland at Seniors Helping Seniors at 860-413-9050 or contact her by e-mail at seniorshelpingseniors@cox.net. For franchise information, e-mail Philip Yocom at philip@seniorshelpingseniors.com .

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