



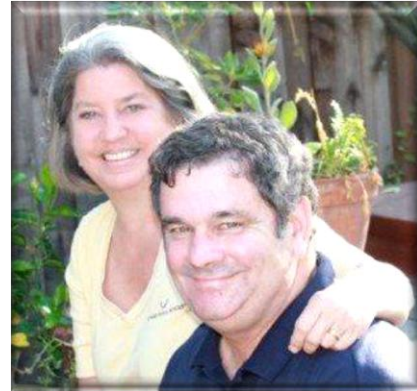
**SENIORS Helping SENIORS®**  
...a way to give and to receive®

**For Immediate Release  
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**Seniors Helping Seniors® services along with Tom and Elizabeth Schwartz, bring new in-home assistance to seniors in the Santa Clara and San Mateo County area helping seniors remain in their homes.**

Mountain View, CA – To help meet the growing demand of older residents who want to remain in their own homes and stay as self-sufficient as possible Tom and Elizabeth Schwartz have established a **Seniors Helping Seniors®** in-home services franchise based in Mountain View California. Areas they will cover include Mountain View, Los Altos, Los Altos Hills, Portola Valley, Loyola, Stanford, Menlo Park, Palo Alto and Atherton which is the mid-peninsula region of the San Francisco Bay Area. They will be hiring local seniors to help provide services.

**Seniors Helping Seniors** in-home services offers loving, caring, compassionate non-medical services *for seniors by seniors* to help them live independently with dignity and respect. **Seniors Helping Seniors** service receivers are matched with senior providers to deliver non-medical services such as: companionship, transportation, meal preparation, personal care, overnight stays and handyman help among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Even before they opened their **Seniors Helping Seniors** in-home services, Tom and Elizabeth felt a personal responsibility to be there for the seniors in their community. Their aging family members and neighbors know that they can be counted on for help. While caring for their parents, it became clear to both Tom and Elizabeth how much a little assistance with everyday things could improve the quality of life for seniors. "We would help with meals, driving to doctors appointments, daily hygiene and assist with physical rehab," shares Elizabeth. "Just a little assistance can go a long way."

Tom and Elizabeth know all too well how important having a network of caring compassionate caregivers is. "Tom recently had a serious fall and we realized we would need some extra help. Simple jobs around the home just became too difficult to manage," shares Elizabeth. "With the help of a strong network of friends, we managed to get through this difficult time. This inspired us to get started with **Seniors Helping Seniors** in-home services, so we could help others who may not have the same supportive care we had. "Tom and Elizabeth are dedicated to matching seniors who need help with seniors who want to help. This peer-to-peer connection ensures that seniors get what they need from someone they can trust, relate to and rely on. "By providing a compassionate caregiver who has something in common with the senior needing services, we hope to create an enjoyable

experience for both caregiver and receiver," shares Tom. "We are not just fulfilling a need for help, we are building community and respect for our seniors."

Tom, a local Californian, grew up in the Bay Area and graduated from San Jose State University. He has worked in the Electronics Industry in Customer Service and Operations for over 20 years. Elizabeth grew up in Santa Barbara and graduated from Cal Poly in San Luis Obispo. Tom and Elizabeth met when Elizabeth moved to the Bay area after college. They have been married for almost 30 years and are the proud parents of three daughters. They are both very active in their community, participating in the Relay for Life, Alzheimer's Memory Walk and Senior Ministry Planning. They also attend Community Senior Roundtables in Santa Clara and San Mateo Counties. Additionally, Tom and Elizabeth are active members of Los Altos United Methodist Church and Elizabeth sings in the Morning Glory Choir.

Namrata Yocom-Jan, **Seniors Helping Seniors** Vice President, is pleased to welcome Tom and Elizabeth Schwartz as our newest Franchise Partners. "The Schwartz's are joining our **Seniors Helping Seniors** community with years of professional, business and care-giving experience. Their understanding and dedication to helping others make Tom and Elizabeth excellent new partners for our Franchise family. The Schwartz's are clearly dedicated to providing the **Seniors Helping Seniors** brand of loving, caring and compassionate service for seniors. I am confident they will fulfill our mission providing the best possible care and companionship for seniors in the San Francisco area."

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." 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."

**Seniors Helping Seniors** organization has grown to over 120 franchises in thirty-five states including 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.

Philip adds, "We support all of our franchises with the expertise we have gained in running the **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 help seniors remain independent and continue contributing to their community."

**For additional information, contact:**

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Visit their website: [www.seniorshelpingseniors.com/MidPeninsula/](http://www.seniorshelpingseniors.com/MidPeninsula/)

**For Franchise Information:**

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