



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

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Seniors Helping Seniors® In-Home Services
Establishes Latest Franchise in Northern Summit County
and Brecksville, Ohio.

Wyomissing Hills, Pa – To help meet the growing demand of older adults in Northeastern Ohio who want to maintain an independent lifestyle in their own homes, **Seniors Helping Seniors** In-Home Services and Cindy Walker have established a new franchise in Twinsburg, Ohio, our seventh franchise in the state. The new franchise will serve Northern Summit County and the Brecksville area in Cuyahoga County. There will be an Open House on July 15th from 1:00 to 4:00 pm at the Blue Canyon Restaurant, 8960 Wilcox Drive, Twinsburg, Ohio. Please RSVP to 330-963-0025.



The mission of **Seniors Helping Seniors** In-Home Services is simple: To provide our 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. Our innovative program creates the support seniors need from people who understand them the most. Since our helpers are also seniors, they understand just a little more about the unexpected twists and turns of life. They provide essential services such as: companionship, transportation, meal preparation, light housekeeping, personal care, yard work, overnight stays, pet care and handyman services. Providers are seniors with the heart of a volunteer, but are compensated for their time.

As a caregiver to her own family, Cindy has an intimate understanding of what it takes to provide loving, quality care for seniors. She has a strong desire to give back to her community by helping seniors maintain their quality of life and the connection to their homes and communities. Cindy was born and raised in Cleveland but relocated to Cincinnati, Baltimore, Minneapolis, and then New York, before returning home to Cleveland to be closer to family. Her educational and professional background is in Information Technology with degrees from both Purdue and Columbia Universities. During the past 20 years, she has worked as a consultant, traveling within Ohio and throughout the U.S.

Cindy is a volunteer at heart. Recently she had the pleasure of serving as a volunteer scorer at the Senior Olympics games sponsored by a local Cleveland hospital. Over 100 seniors participated and

were later awarded gold, silver, and bronze medals. In the past she has volunteered at Cleveland Medworks, Johns Hopkins Hospital in Baltimore, MD, and St. Paul Ramsey Medical Center in Minneapolis, MN. As a resident of Minneapolis, she also volunteered at the People Serving People homeless shelter. Cindy is a member of the Providence Baptist Church and the Greater Cleveland Volunteers.

"An SHS franchise allows me to serve three distinct populations in my community." notes Cindy. "The senior seeking a mature service provider, the active senior seeking to help other seniors, and finally family members searching for a unique in-home care solution for an elderly parent or relative."

Cheryl Williams and Peggy Conlon, **Seniors Helping Seniors** Regional Owners for Ohio, Northern Kentucky and Indiana, are pleased to welcome Cindy Walker as our newest Franchise Partner. "She comes to our **Seniors Helping Seniors** community with many years of care-giving and business experience. Cindy's personal understanding and dedication to helping others will make her 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 in Ohio and the Midwest."

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."

"Today, our **Seniors Helping Seniors** organization has grown to over eighty franchises in thirty states including 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 Cindy L. Walker at: (330) 963-0025 or, visit her website: www.seniorshelpingseniors.com/NorthernSummitCountyBrecksville/ or email her at: cwalker@shsohio.com

For Seniors Helping Seniors Franchise Information:

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