



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

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Nancy Zelden, Evan Zelden and Connie Gwin

Seniors Helping Seniors® Services Opens Location in Lee and Collier County, Florida to Provide Jobs and In-Home Care for Local Seniors

New Southwest Florida Business Part of National Presence Catering to Aging Population

Fort Myers, FL – To help meet the growing demand of older Southwest Florida area residents who want to remain in their own homes and stay as self-sufficient as possible, Nancy & Evan Zelden and Connie Gwin, have established a new **Seniors Helping Seniors** in-home services branch for Southwest Florida.

Fort Myers (<http://www.seniorshelpingseniors.com/SouthwestFlorida/>) is licensed, insured, and bonded. The business is licensed by the Florida Agency for Health Care Administration under #232083, giving local seniors comfort and assurance of the best caring, compassionate services available.

The new branch is now open for business and licensed to provide in-home services and assistance for seniors throughout Fort Myers, Sanibel, Captiva, Bonita Springs, Estero, Naples, and Marco Island, Florida. They will engage seniors to provide the services. Please visit <http://www.seniorshelpingseniors.com/SouthwestFlorida/> for more information.

"We were all searching for an opportunity to give back to our community," says Evan Zelden, one of the office's founding partners. "Seniors Helping Seniors in-home care allows us to do just that in a very unique way that helps seniors on many levels."

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** Receivers are matched with senior Providers. They provide services, such as: companionship,

transportation, meal preparation, overnight stays and light housekeeping among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Seniors Helping Seniors services matches seniors who need a little help with caring and compassionate seniors who want to help. This peer-to-peer assistance gives seniors the opportunity to maintain their independence and continue to live in their homes. Seniors, who need some assistance, receive care from another senior they can trust and relate to. "**Seniors Helping Seniors** in-home services are about building relationships between seniors that can share life experiences," says Connie.

Family members can feel confident that their loved ones are receiving quality care from a loving and compassionate senior. Evan, Nancy and Connie personally understand the challenges that come with living long distances from family members, especially parents. Many seniors have retired to Florida and are separated by distance from their families, friends and communities. "Our focus is to enrich the lives of the seniors in our community by giving them the loving and caring support they deserve" says Nancy.

Nancy, Evan and Connie have diverse and accomplished careers in the fashion industry. They have pulled their skill sets together to create a business that truly impacts their community in a positive way. Nancy and Evan have been married for 22 years. Nancy and Connie became good friends and eventually business partners after working together for many years.

Evan Zelden has an extensive background in business and giving back to his community by leading recreational programs for people of all ages in his hometown in Indiana. He is a graduate of Ball State University in Indiana.

Nancy Zelden is a graduate of The Ohio State University. She currently gives back to her community by working with local charities such as ICAN, which supports people living with AIDS and their families. She also donates her time to CCMI by delivering Meals on Wheels.

Connie Gwin graduated from Temple University in Philadelphia, Pennsylvania. She is a certified Biofeedback Specialist and a certified Pain Reduction Specialist which has given her the opportunity to work with autistic children, as well as many adults.

"Our goal with **Seniors Helping Seniors** in-home care, is to enhance the quality of life, ensure the peace of mind of the seniors' families, and help our seniors live independently with dignity, grace and gratitude" shares Evan.

"Nancy and Evan Zelden along with their partner Connie Gwin have a unique combination of being loving, caring, and compassionate toward our senior population combined with being blessed with the organizational gifts to manage a successful center, says Jim Hansen , Regional Director in Florida. Southwest Florida seniors will be in good hands with this awesome team. We couldn't ask for a finer group of individuals than these three!"

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 one-hundred franchises in thirty states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Nevada, 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** office in Berks County. 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/SouthwestFlorida/

For Franchise Information:

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