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Photo of Lewis and Peggy Brannen: Available at www.shirkcom.com/shs/shs_brannen.jpg or attached.

Seniors Helping Seniors® In-Home Services
Establishes Franchise in McDonough, Georgia,
To Serve Both Henry and Spalding Counties

Wyomissing Hills, Pa.--To help meet the growing demand of older residents of Georgia 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 in McDonough, Georgia, just south of Atlanta on Interstate 75.

The franchise also will serve Henry and Spalding counties and the cities of Stockbridge, McDonough, Locust Grove, Hampton, Griffin, Sunnyside, Milner and Orchard Hill.

Seniors Helping Seniors--which has four master license holders and some 30 franchise partners in New Jersey, Connecticut, Massachusetts, Pennsylvania, New York, Delaware, Virginia, Maryland, the District of Columbia, North Carolina, Georgia, Florida, Michigan and California--is a national caregiver and companionship organization and the only one that matches seniors who need in-home care services with seniors who provide them.

The newest franchise is owned and operated by Lewis and Peggy Brannen of McDonough. Lewis Brannen has more than a dozen years experience as a chemist with PPG Industries working in R&D and quality assurance labs. Following that he was a lab manager and respiratory specialist with Airgas Medical where for the last 14 years he has worked with seniors in their homes and in nursing homes.

Peggy Brannen worked for the Federal Aviation Administration at Hartsfield-Jackson Atlanta International Airport early in her career, then later

as office manager for McDonough First United Methodist Church. Currently Peggy works for the Henry County Board of Commissioners in the Building and Development Services Department coordinating civil drawings for developers and issuing permits.

For the Brannens, seeing an ad for Seniors Helping Seniors led them to owning a franchise. "Working for Airgas Medical gave me a great opportunity to see the difference between seniors being able to stay in their own home versus going into a nursing home. Although some people need that, many more do not. It was always heart-breaking for me to see seniors being placed in an institution, many times by adult children who think they are doing them a service."

Peggy Brannen shared her husband's feelings. "Many seniors only need a little care and attention to remain in their home. Like anyone else, we were a bit skeptical about a franchise, but after we met the people involved in Seniors Helping Seniors we knew it was an opportunity for us to have a positive effect on so many lives," she added.

Lewis Brannen said their Seniors Helping Seniors services will reach the broadest spectrum of their targeted market. "The more we have to offer, the more people we can reach, including seniors and caregivers, and the more we can help."

Peggy Brannen said they have simple goals for their franchise, including building a large community of senior receivers and providers and expanding their territory to serve even more people.

Philip Yocom , who manages the national Seniors Helping Seniors franchise organization, said he is pleased to welcome Lewis and Peggy Brannen as franchise partners. "They come to our Seniors Helping Seniors community with many years of healthcare and business experience and a deeply personal knowledge about what it means to be a caregiver. They 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 expanding our caregiving and companionship services into Georgia and the rest of the South," he said.

Added Peggy Brannen, "That's why we love the concept of Seniors Helping Seniors; we want to make things easier for families who need a little extra help to stay in their own homes. "

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 2007, the non-profit Seniors Helping Seniors provided nearly 17, 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 all our 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. "

For more information contact Lewis and Peggy Brannen via e-mail at lewpeg@bellsouth.net or call 770-957-9514. For franchise info, e-mail Philip Yocom at philip@seniorshelpingseniors.com .