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Photo Attached: Rosane Alcudia, left, and Alyssa Alcudia, right. Or available at http://www.shirkcom.com/shs/shs_acludia_large.jpg .

Seniors Helping Seniors® In-Home Services
Establishes Franchise at Carteret, New Jersey

Wyomissing Hills, Pa.--To help meet the growing demand of older residents of New Jersey 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 Carteret, New Jersey, that will also serve Metuchen and Highland Park and Woodbridge and Edison townships.

Seniors Helping Seniors--which has four master license holders and some two dozen franchise partners in Connecticut, Massachusetts Pennsylvania, New York, New Jersey, Delaware, Virginia, Maryland and the District of Columbia--is a national caregiver 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 Rosane A. Alcudia, and her daughter, Alyssa Alcudia. As a Registered Nurse, Rosane has extensive experience in nursing and as a healthcare educator. A native of Iloilo City, Philippines, she received a BS in Nursing from Riverside College and Medical Center, Bacolod City, Philippines.

Her experience includes serving as principal at St. Catherine's Hospital and College, Quezon City, Philippines; as a nurse superintendent at the El Fatah Children's Hospital, Benghazi, Libya; as a nurse-midwife at Al Salam Hospital, Dasman, Kuwait; and as a coronary unit and cardiothoracic intensive care unit staff nurse at three New York City area hospitals. She is currently assistant nurse manager in the Pediatric Intensive Care Unit at the Newark Beth Israel Medical Center in Newark, N.J.

She is a member of the New Jersey Filipino American-Nurse Association, the Northeastern Pediatric Nurse Association and the Samahan Cultural Heritage: Eastern Seaboard; secretary of Almodiananon sa Amerika (ALSA); and a eucharistic minister of St. Joseph Church, Carteret,

Alyssa Alcudia is a sophomore at Rutgers University's Newark Campus where she is majoring in nursing. She is involved in numerous community programs, including the Life Choices Resource Center, and has won numerous scholarships for her community involvement.

Rosane Alcudia's decision to establish a Seniors Helping Seniors franchise is based on her lifelong experience as a nurse and her having to care for her late husband, Ariel.

"Alyssa and I want to do this in memory of a dear husband and loving father and because many seniors were there to support us. Seniors Helping Seniors is different because it is the only organization that has seniors providing care to seniors who need care. They understand each other's needs. And they are committed to carrying our mission of providing loving, giving, caring and compassionate care," said Rosane Alcudia.

"Also, we are not only helping the seniors in need, but also their families and their caregivers. It's very rewarding to know that we are enabling seniors to remain independent and stay in their own homes," added Alyssa Alcudia.

A Grand Opening for the Alcudias' franchise will be held on Saturday, Jan. 19. It will include a Mass at 2 p.m. at St. Joseph Roman Catholic Church, 7 Locust St., Carteret, N.J., followed by a reception at 3:30 p.m. at the Don Bosco Knights of Columbus, 240 Old Road, Port Reading, N.J. Please RSVP by calling 732-969-8640.

Sharon Santoni, Seniors Helping Seniors' regional owner for eastern Pennsylvania, New Jersey and Delaware, said she is pleased to welcome Rosane and Alyssa as franchise partners. "Rosane comes to our Seniors Helping Seniors community with many years of nursing and healthcare experience and a deep personal knowledge about what it means to be a caregiver. She will make an excellent franchise partner. I am looking forward to working with Rosane and her daughter and I have no

doubt that they will fulfill the Seniors Helping Seniors' mission in Carteret and neighboring communities. "

Added Rosane Alcudia, "That's why I love the concept of Seniors Helping Seniors. I feel so strongly about wanting to give back and this is exactly the opportunity I have been seeking. "

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 Rosane and Alyssa and all of our master licensees and franchise partners 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 Rosane Alcudia at Seniors Helping Seniors at ralcudia@yahoo.com or call her at 732-969-8640. For franchise details, e-mail Philip Yocom at philip@seniorshelpingseniors.com .