



SENIORS Helping SENIORS®

... a way to give and to receive®

Seniors Helping Seniors® In-Home Services Grants Master License for Ohio, Northern Kentucky and Indiana

Wyomissing Hills, Pa., March 9, 2009 -- To help meet the growing demand of older Americans who want to remain in their own homes and stay as self-sufficient as possible, Seniors Helping Seniors® In-Home Services (SHS) has granted a master license to establish franchise partners throughout Ohio, Northern Kentucky and Indiana.

The master license was granted to **Peggy Conlon and Cheryl Williams**, both of Columbus, Ohio, who became friends when they attended Worthington High School in Ohio during the 1970s.

Seniors Helping Seniors--which has six regional owners and some 50 franchise partners in Ohio, Minnesota, South Carolina, North Carolina, Georgia, New York, New Jersey, Connecticut, Massachusetts, Rhode Island, Pennsylvania, Delaware, Virginia, Maryland, the District of Columbia, Michigan, Florida, Washington, Colorado, California, Hawaii, Missouri and Texas--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.

“Based on the growth of our franchises throughout the United States, we are very excited about

the opportunities for Seniors Helping Seniors® in-home services in Ohio, Northern Kentucky and Indiana. There are many seniors and caregivers who can use our services and we welcome the opportunity to support them,” said Conlon.

Seniors Helping Seniors in-home services recently opened its first franchise in their territory at Mechanicsburg, Ohio owned by Kelly Evans-Wilson.

Conlon worked as administrative assistant to the Ambassador for the U.S. Department of State’s Foreign Service at American embassies throughout Europe and Asia. After 20 years abroad, she spent her last four years in Washington, D.C., serving as the Career Development Officer responsible for all new Foreign Service Office Management Specialists. Her duties included initial training, counseling, assignment to their first two overseas postings, and serving as their “lifeline” to the State Department.

Conlon has received several awards recognizing her government service, including the coveted Secretary’s Career Achievement Award and multiple Meritorious Honor Awards. After thoroughly enjoying living abroad and exploring other cultures, she



Peggy Conlon and Cheryl Williams

welcomed the opportunity to retire early and return to her hometown and family.

Williams is the president of her own company, managing all facets of a successful small business she co-founded 25 years ago. She is well-versed in providing quality service at affordable rates, and is proud to have retained many of her original clients. Williams was attracted to Seniors Helping Seniors as a way to combine her life-long passion for helping others with her entrepreneurial expertise.

Conlon said that based on experiences with their own families, she shares with Williams a passion for bringing affordable in-home senior services to their hometown and beyond. “Our services will offer caregivers respite and peace of mind, knowing that their loved ones are receiving quality care and companionship from fellow seniors.”

“There is such a need for this service in our communities,” said Williams. “Seniors who need non-medical assistance to maintain an independent lifestyle in their own home will soon have access to the quality, compassionate and affordable care that we can provide through Seniors Helping Seniors in-home services. The seniors providing those services, in addition to supplementing their incomes, benefit from the friendships that develop while experiencing a renewed sense of community and purpose.”

Philip Yocom, who manages the national Seniors Helping Seniors franchise organization, said he is pleased to welcome Conlon and Williams as master license owners. “Peggy and Cheryl come to our Seniors Helping Seniors community with many years of business and management experience and a deeply personal knowledge about what it means to be caregivers for seniors.

“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 further expanding our care-giving and companionship services across Ohio, Northern Kentucky and Indiana,” he said.

Williams said a Seniors Helping Seniors® offering appealed to them because they know that seniors have many needs outside of healthcare that impact on their

lives and well-being, not least among them being treated with the dignity and respect they deserve.

“We want our franchise to be the most trusted provider of non-medical care to assist seniors in our area with the things that are important in their life--from companionship to home repair and gardening,” said Conlon.

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 Peggy and Cheryl and all of our master licensees and franchise partners with all of the expertise we have gained in running the Seniors Helping Seniors organization. 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,” he added.

For more information about Seniors Helping Seniors opportunities in Ohio, Northern Kentucky and Indiana, contact Conlon or Williams at **614-372-5373** or by e-mail at **SHSOHio@gmail.com**. For information about Seniors Helping Seniors territories throughout the U.S., visit www.seniorshelpingseniors.com, e-mail opportunities@seniorshelpingseniors.com or call 610-858-2556.



**Seniors Helping Seniors Founders
Kiran and Philip Yocom**