



Turning Family Struggle into Burgeoning Company: Two Entrepreneurial Friends Establish Nationally Recognized Senior Care Franchise 500 Company

919 Marketing Co., March 13, 2008

URL: <http://www.pr9.net/health/healthorg/7600march.html>

From personal stress of finding quality senior care to one of 2008's hottest franchises; Senior Helpers now spans the pages of Entrepreneur® Magazine's 2008 Franchise 500 Rankings.

PR9.NET March 13, 2008 - Towson, MD – Senior Helpers, one of the nation's leading full-service home care companies providing personal and professional caregiver services to seniors who want to maintain their independence in their homes, has earned top spots in Entrepreneur Magazine's Franchise 500 rankings. The company was awarded three prominent spots in the publication's prestigious Franchise 500 rankings, including: #25 Top New Franchise Ranking, #351 Franchise 500 Ranking, #93 Fastest-Growing Franchise Ranking.

"Since inception, Senior Helpers has experienced tremendous growth. Having such a well respected magazine recognize our company with such accolades, builds a lot of pride in the services we provide," said Peter Ross, CEO and Co-founder of Senior Helpers. "The rankings we received in Entrepreneur Magazine prove that the company we've built is now a proven leader in the senior care industry, poised for both on-going growth and sustainability."

Senior Helpers first opened its doors in 2001 in Towson, Maryland as a result of two friends who were unable to find at-home assistance for their elderly loved ones. The entrepreneurial friends, Peter Ross and Tony Bonacuse, co-founded Senior Helpers with the idea of franchising right from the start. Bonacuse opened the first location, which flourished in his Maryland hometown. Then, in early 2005, Ross successfully opened a second location in Southern California and in August, the company began franchising, opening up 21 additional locations within one year. The momentum continued, leading to more than 180 franchise locations serving markets across the country.

Senior Helpers provides a wide range of personal and companion care services to assist senior citizens living independently at home, with a strong focus on both the quality of life for the client and peace of mind for the family. A few of their services include: help with housework, meal preparation, errands, transportation, medication reminders and Alzheimer's care. They also offer dressing, bathing, and personal hygiene assistance provided by Certified Nurses Aids (CNAs) – services that traditional caregiver companies do not always provide.

Speaking of their success, "We feel so fortunate that through establishing this company, we have not only provided peace of mind for the family, but also a service that provides personal, quality care for each of our clients," commented Tony Bonacuse, President and Co-founder of Senior Helpers. "Senior Helpers is now recognized as a solution for families who are struggling to find reliable and professional caregivers who will spend quality time with their loved ones, while still providing whatever assistance they may need."

For more information about Senior Helpers please visit: <http://www.seniorhelpers.com/>

To view Entrepreneur Magazine's information on Senior Helpers: <http://www.entrepreneur.com/franchises/seniorhelpers/321615-0.html>

###

About Senior Helpers

Senior Helpers connects senior citizens with professional caregivers who provide dependable and affordable home care. Established in 2001 in Baltimore, Maryland, Senior Helpers is a leader in personal assistance that betters the quality of life for seniors and their family across the US. The company began franchising in 2005, and now they serve areas across the US. For more information, please visit: <http://www.seniorhelpers.com>

About 919 Marketing Co.

919 Marketing is a marketing consulting firm and a public relations firm with a proven track record of helping underdog companies of all sizes increase revenue, create a competitive advantage and improve marketing efficiencies.

Website: <http://www.919marketing.com>