



Home Helpers President Appointed Home Care Expert for Parentgiving.com

Emma Dickison to respond to home care questions from readers

CINCINNATI, OH, May 21, 2010 **/24-7PressRelease/** -- Home Helpers, the nation's leading senior care franchise, is pleased to announce President Emma Dickison has been appointed the home care expert for the "Question an Expert" section of Parentgiving.com, a national news Web site dedicated to exploring issues regarding caring for aging parents.

Parentgiving.com's "Question an Expert" section provides readers the ability to ask a team of medical and senior-issues specialists the most important and pertinent questions facing today's elders and their caregivers. Topics range from diabetes to caregiving to cancer care. Readers submit questions to their desired experts, and within 48 hours, they receive a response online. Dickison will be answering questions about choosing the right home care agency and caregiver depending on the individual's unique needs, personality and payment resources. The ultimate objective is always to ensure the highest quality of care is being provided.

"As the senior population continues to age, many 'Sandwich Generation' adults in their 40s to 60s are finding themselves trying to balance the pressures of their careers with the needs of both their aging parents and growing children," Dickison said. "As a senior care expert, and through my own personal experience as a mother and family caregiver, I feel it is important to share this valuable information with others to help them make the best decision given their family's unique situation."

Home Helpers specializes in non-medical and personal care and companionship for seniors, new mothers, those recovering from illness or injury and individuals facing lifelong challenges. Home Helpers offers free in-home consultations and works with clients individually to tailor flexible care plans to meet their specific needs and budgets. Services may include companionship, bathing, meal preparation, dressing assistance, medication reminders, local transportation and light housekeeping.

To learn more about home care, visit <http://www.parentgiving.com/expert-answers/caregiving/home-care-solutions/>. For more information about Home Helpers, visit the Web site at <http://www.HomeHelpers.CC>.

ABOUT HOME HELPERS

Founded in 1997, Cincinnati-based Home Helpers is the nation's leading senior care franchise specializing in non-medical and personal care and companionship for seniors, new mothers, those recovering from illness or injury and individuals facing lifelong challenges. Home Helpers currently has a presence in more than 500 communities across North America and is seeking qualified franchise candidates in strategic communities throughout the country. Home Helpers was recently ranked the #1 Senior Care Franchise and "Best of the Best" by Entrepreneur magazine for the fifth straight year and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link Help At The Touch Of A Button, a 24-hour personal emergency response system that enables seniors to feel safer and live independently at home for longer than might otherwise be possible. Home Helpers does not discriminate against anyone on the basis of religion, race, sex, color, national origin, ethnicity, disability, age or sexual preference in connection with employment or acceptance, treatment, or participation in its programs, services and activities. For more information on Home Helpers and franchising opportunities, visit the company's Web site at <http://www.HomeHelpers.CC>.