

## Home Helpers of Suffolk Lends a Hand to Seniors, New Mothers, Others

*Online PR News – 08-May-2011 –Chesapeake, VA*

As more than 75 million Americans will reach age 65 in the next two decades, the need for in-home senior care continues to soar. With the dismal housing market making it even more difficult to sell and get a good return on investment, more seniors are choosing to receive care in the comfort of their homes rather than relocating to assisted living facilities. Local Home Helpers owner, Sharon Jones, is lending a hand to meet the in-home care needs of Hampton Roads residents.

As part of the nation's leading franchise specializing in non-medical and personal in-home care and companionship services for seniors, new mothers and those in need of recuperative and continuing care, Home Helpers of Suffolk has found a niche in the local community by offering services that are needed in good times, and in bad.

Sharon Jones opened a Home Helpers franchise in 2009 based on the growing senior population throughout the Hampton Roads area, and the desire to own a rewarding business that helps families have more peace of mind and a better quality of life.

"Hampton Roads seniors and families are at the core of our communities," said Sharon Jones "As a business owner, I wanted a concept that could offer local families the same quality of care I'd expect for my family, as well as a more affordable alternative to assisted living or senior care facilities."

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 offered include companionship, grocery shopping, meal preparation, assistance bathing, dressing and feeding, medication reminders, local transportation and light housekeeping. We also offer Direct Link products: Automated Medicine Dispenser and the Personal Emergency Response System.

With a solid presence in more than 600 communities in North America, Home Helpers is striving to be "the extended family when the family can't be there." For more information about Home Helpers, please contact Sharon Jones at 757-735-1398 or visit <http://www.HomeHelpers.CC/suffolk58455>.

### 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 provider of medical alert systems that enable 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/suffolk58455>.