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FOR IMMEDIATE RELEASE

Senior Helpers® Opens Doors in Rockledge, FL

Local In-home Senior Care Company to Bring 80 New Jobs to the Area

ROCKLEDGE, FL (June 1, 2021)—[Senior Helpers®](#), one of the nation's premier providers of personalized in-home senior care, today announced the official opening of its Rockledge location, to be owned and managed by Marc Kaplan. The company's newest franchise will serve senior citizens and their families throughout Brevard County, which includes Cape Canaveral, Cocoa, Cocoa Beach, Indian Harbour Beach, Melbourne, Melbourne Beach, Merritt Island, Mims, Palm Bay, Rockledge, Satellite Beach, Titusville and Viera. Senior Helpers of Rockledge hopes to bring more than 80 new jobs to the region over the next year. Senior Helpers' professionally trained caregivers will help local seniors continue to enjoy the comfort of their own home despite age-related illnesses and mobility challenges.

"I was drawn to Senior Helpers by the quality services it offers, and the potential to be a part of a company that is known as the first in the industry to provide specialized caregiver training in Alzheimer's, Dementia and Parkinson's disease care," said Kaplan. "Our team is proud to provide a valuable resource to our community by helping to alleviate the stress associated with caregiving and ensure a better quality of life for families through personalized in-home senior care."

After a successful career in sales and management, Kaplan transitioned to the senior care industry after having served as his mother's guardian and caregiver for seven years. It was during this role that he realized the growing need for services in his local area and what a natural fit it was to provide senior care. Senior Helpers' strong franchise framework and leadership support made the transition seamless.

Senior Helpers operates with a vision to be the leading home care company in each community it serves. Its caregivers in Rockledge are trained to offer the highest level of care possible based on the company's Senior Gems® Alzheimer's and Dementia care program. As the gold standard for excellence in personalized in-home senior care, the program was developed in conjunction with nationally recognized dementia care expert Teepa Snow, Positive Approach, LLC. Local residents will also benefit from the company's Parkinson's Care Program, a specialized training program for their caregivers created in conjunction with leading experts from the Parkinson's Foundation's Centers of Excellence network.

“We’re pleased to welcome Marc to our team as the newest Senior Helpers franchise owner,” said Peter Ross, Senior Helpers CEO. “Marc brings a passion for his community and an understanding of the importance of in-home senior care to his new role. This will serve him well and be rewarding for seniors and families living in Rockledge and the surrounding area.”

Senior Helpers of Rockledge is located at 612 Barnes Blvd., in Rockledge, FL. For more information, please visit <https://www.seniorhelpers.com/fl/rockledge-north-brevard/>. For inquiries and more information about available jobs, please call Marc Kaplan at (321)735-4614 or email mkaplan@seniorhelpers.com.

About Senior Helpers®

Senior Helpers® is the nation's premier provider of in-home senior services ranging from specialized care for those with diseases, such as dementia, Alzheimer's and Parkinson's, to personal and companion care to help individuals looking for a little assistance with daily activities. Founded in 2002 with a vision to help seniors age with dignity despite age-related illnesses and mobility challenges, Senior Helpers has hundreds of franchised and owned businesses that have cared for tens of thousands of seniors.

Senior Helpers was the first and remains the only national in-home care provider to be certified as a Great Place to Work. The company has been named by Fortune Magazine as one of the best places to work in the aging services category and one of the best places to work in the state of New York. Senior Helpers is named to the Entrepreneur 2020 Top Low-Cost Franchises list as well as one of Entrepreneur's Top 500 Franchise Companies. Moreover, the company is an approved partner in the Military Spouse Employment Partnership. Senior Helpers is also an active member of the Healthcare Leadership Council — an exclusive alliance of leading healthcare companies from all health sectors committed to advancing the American healthcare system. Learn more by visiting <http://www.seniorhelpers.com>.

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