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FOR IMMEDIATE RELEASE

Senior Helpers® of South Orange County Open Doors, Provides Quality In-Home Care to Local Seniors and Their Families

Owners Hector and Sandy Munoz made a 'Pandemic Pivot' to trade successful jobs in hospitality in pursuit of more meaningful careers in in-home senior care

IRVINE, CA (October 13, 2021)—If we've learned anything over the last year and a half, it's that high-quality, safe in-home care is more important than ever, especially as Orange County's aging population seeks ways to age gracefully and in the comfort of their own home. To meet the growing demand, [Senior Helpers®](#) – one of the nation's premier providers of personalized in-home senior care – today announced the official opening of its South Orange County location, to be managed and operated by Hector and Sandy Munoz. The new franchise will serve senior citizens and their families throughout the Orange County area, which includes Irvine, Tustin, North Tustin, Santa Ana, Orange, Lake Forrest, Foothill Ranch, Silverado and Villa Park. It hopes to bring more than 100 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.

Hector and Sandy were both born and raised in Southern California and held successful executive careers in the hospitality industry. Amid the pandemic, the couple used this time to reflect on what was truly important to them and making a positive impact in other's lives was paramount to them. The couple was looking for an opportunity to do meaningful work every day and this is how Senior Helpers of South Orange County was born. After experiencing inferior in-home care with Hector's dad, they knew they wanted to start a superior in-home care business, offering a comprehensive suite of programs and custom services that supports aging in-place to their community.

"The pandemic has exposed to everyone how critical the need for quality in-home care is," said Hector Munoz. "Over the past year and a half, Sandy and I thought the time was right to pivot our careers in order to give back to the community we're from. We were 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. 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.”

Senior Helpers operates with a vision to be the leading home care company in each community it serves. Its caregivers in South Orange County 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 Hector and Sandy to our team as the newest Senior Helpers franchise owners,” said Peter Ross, chief executive officer, Senior Helpers. “Hector and Sandy bring a passion for their community and an understanding of the importance of in-home senior care to their new roles. This will serve them well and be rewarding for seniors and families living in South Orange County and the surrounding areas.”

Senior Helpers newest franchise office is located at 15375 Barranca Parkway, Suite I-105, Irvine CA., 92618. For more information, please visit www.seniorhelpers.com/ca/south-orange-county/. For inquiries, please email occare@seniorhelpers.com. Senior Helpers of South Orange County is also hiring caregivers. For more information on available jobs email octeam@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 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 for three years running, 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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