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Senior Helpers® Welcomes New Ownership In Richmond
Local In-home Senior Care Company to Bring 50 New Jobs to the Area

Richmond, VA (December 14, 2021)—[Senior Helpers®](#), one of the nation's premier providers of personalized in-home senior care, today announced it's Greater Richmond location is now under the ownership of Jeff and Cyrenne Fiebelkorn. The franchise will continue to serve senior citizens and their families throughout the Richmond area, which includes Henrico, Mechanicsville, Quinton, Providence Forge, West End, Carytown, The Fan, Museum District, University of Richmond, Sandston, N. Chesterfield, Bon Air and Lakeside. It hopes to bring more than 50 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 Jeff "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 Greater Richmond 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 Jeff and Cyrenne to our team as one of the newest Senior Helpers franchise owners," said Peter Ross, CEO, Senior Helpers. "They bring a passion for their community and an understanding of the importance of in-home senior care to this new role. This will continue to serve them well and be rewarding for seniors and families living in Greater Richmond and the surrounding area."

Senior Helpers of Greater Richmond's office is located at 9165 Atlee Road, Mechanicsville, VA 23116. For more information, please visit seniorhelpers.com/va/richmond/. For inquiries, please

call Jeff Fiebelkorn at 804-277-2780 or email jfielbelkorn@seniorhelpers.com. Senior Helpers of Richmond is also hiring caregivers. For more information on available jobs call 804-277-2780 or email cfiebelkorn@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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