



## Always Best Care Offers Courses through the America Red Cross

**Roseville** -- 10/10/2010 – **Always Best Care Senior Services**, in conjunction with the Clinic Resource Group (CRG) and the American Red Cross will offer programs that combine Education and Certification Programs with online exposure to assisted and independent living communities, hospitals, skilled nursing facilities, seniors, their families, and businesses in the community.

By partnering with Always Best Care, CRG will help franchise owners keep their business on track by working with them to offer Nationally Recognized Education and Credentialing Programs along with Hospital & Community Marketing Programs utilizing resources that expand their professional referral channels and consumer exposure. CRG will also provide franchise owners with marketing resources that give them access to CEU in-service tools, collateral materials, pricing discounts on featured products, and marketing tips from national partners like the American Red Cross.

Michael Montague, who is an Area Representative with Always Best Care in Chicago, feels very positive about the program. He and local franchise owners Jim and Eva Tait along with Nancy Rockhill will be offering the program throughout the entire Chicagoland area. The same holds true for Shonda Boudet, who is an Always Best Care Franchise Owner in Baton Rouge, Louisiana. Both Montague and Boudet are confident that their businesses will be highlight locally by partnering with the American Red Cross and the Clinic Resource Group. According to Montague, “Franchise owners are always looking for ways to keep their services consistently highlighted to hospital case management, social services and physicians. This strategic alliance will give franchisees an opportunity to expand their referral base.”

By working with the Clinic Resource Group and the American Red Cross, Always Best Care will be able to expand its services of providing exceptional In-Home Care, Assisted Living Placement, and trusted Senior Care. Always Best Care Senior Services is based on the belief that having the right people for the right level of care means peace of mind for the client and family.

Always Best Care Senior Services has assisted over 10,000 seniors representing a wide range of illnesses and personal needs. This has established the company as one of the

premier providers of in-home care and assisted living placement assistance. For more information on services provided by Always Best Care Senior Services, please visit [alwaysbestcare.com](http://alwaysbestcare.com). For information on franchising opportunities, visit [franchisewithalwaysbestcare.com](http://franchisewithalwaysbestcare.com).

#### Media Relations Contact

David J. Caesar  
Vice President Franchise Development  
Always Best Care Senior Services  
Telephone: 888.430.2273, ext 9112  
Email: [dcaesar@abc-seniors.com](mailto:dcaesar@abc-seniors.com)  
Website: <http://www.alwaysbestcare.com>