



**FOR IMMEDIATE RELEASE**

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## **Always Best Care® Expands With 11th Senior Care Franchise in New Jersey**

*-- New Owner Grand Prize Winner of  
"Free Franchise for Veterans" Contest --*

**Roseville, CA (July 28, 2015)** – Always Best Care® Senior Services, one of the leading senior care franchise systems in the United States, today announced that it has awarded its newest and 11<sup>th</sup> franchise in New Jersey as part of its “Free Franchise for Veterans” contest. The new Always Best Care office covers Trenton, Columbus, Hamilton, Pemberton, Fort Dix and McGuire Air Force Base (JBDML) and joins existing offices in Livingston, Morristown/Flanders, Princeton, Toms River, Parsippany, Wayne, Manalapan, West Orange, Marlton and North Bergen County.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living placement services and skilled home health care. The company delivers its services through an international network of more than 200 independently owned and operated franchise territories throughout the United States.

The new Always Best Care franchise is owned and operated by Major Sean P. Hoggs I (Ret. USAF) and Eduardo A. Sierra (Ret. USAF). Major Hoggs was the Grand Prize Winner of Always Best Care’s “Free Franchise for Veterans” contest, which offered a “free” franchise to military veterans in every state in the union – 51 free franchises (including the District of Columbia) in all, worth more than \$2.6 million.

“I am very pleased to welcome Sean Hoggs and Eduardo Sierra as our newest franchisee owners,” said Michael Newman, founder and Chief Executive Officer of Roseville, CA-based Always Best Care. “Sean and Eduardo are ideal representatives for Always Best Care. I have no doubt their collective professional experience and military background combined with their great passion for helping care for others will lead to a very successful franchise.”

“We are very honored to be awarded the Always Best Care franchise,” said Hoggs and Sierra. “We both saw a significant opportunity to continue making a positive difference in the lives of others, our senior population, perhaps making their twilight years some of their best years. With Always Best Care, and as former military officers, we are delighted to continue to serve the American people in another capacity.”

Sean P. Hoggs is a decorated retired military veteran of more than 24 years. He has served as both an enlisted service member and commissioned officer, after earning a Presidential appointment for years of exceptional enlisted service in the United States Air Force. Major Hoggs holds multiple degrees with a Master of Human Relations degree from the University of Oklahoma. In 2007 he was named one of the Ten Outstanding Young Americans for his humanitarian efforts across the globe and he is a 2011 Hall of Fame inductee at the Plainfield, NJ, High School.

Currently, Major Hoggs is Senior Aerospace Instructor at Seneca High School in Tabernacle, NJ. Previous positions include: Director, Air Expeditionary Group Staff Course, Joint Base McGuire-Dix-Lakehurst; Associate Professor of Aerospace Studies, Rutgers University; Commander/Officer in Charge (OIC), 816<sup>th</sup> Aerial Port Flight, Joint Base, NJ; Deputy OIC Log Plans, 353d Operational Support Squadron, Okinawa Japan; Non Commissioned Officer in Charge (NCOIC), Phoenix Readiness Logistics; NCOIC, Logistic Plans and Deployments, 305<sup>th</sup> Air Mobility Wing, McGuire AFB, New Jersey; NCOIC, Wing Deployments, 51 Logistics Support Squadron, Osan AFB; NCOIC, Wing Plans, 23rd Logistics Support Squadron, Pope AFB, North Carolina.

Eduardo A. Sierra is a Ret. USAF firefighter with a bachelor’s degree in Criminal Justice. Recently, he was with the United States Air Force Fire Department in McGuire, NJ, where he was responsible for medical emergency; primary and secondary physical assessment of ill and injured persons; suppression of structural, residential, commercial, and industrial fires; fire fighter training; enforcing quality and customer service standards; etc.

Sierra’s previous positions include: United States Air Force Fire Department, Yokota, JP; United States Air Force Basic Military Training, Lackland, TX; The GEO Group INC, Correction Officer, Bronx NY; CBS Security Corporation, New York, NY; and Direct Response INC, Jersey City, NJ.

Always Best Care of JBDML is located at 100 Horizon Center Blvd., Office 109, Hamilton, NJ 08691 and may be reached by calling (609) 902-5552 or by emailing [shoggs@abc-seniors.com](mailto:shoggs@abc-seniors.com) For more information please visit [www.AlwaysBestCareJBMDL.com](http://www.AlwaysBestCareJBMDL.com).

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), contact [franchisesales@abc-seniors.com](mailto:franchisesales@abc-seniors.com), or visit [www.franchisewithalwaysbestcare.com](http://www.franchisewithalwaysbestcare.com).

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### **About Always Best Care**

Founded in 1996, 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 assists seniors with a wide range of illnesses and personal needs, and currently provides more than 4 million hours of care every year. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to seniors in their local areas.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client's particular physical or social needs. The hallmark services of the Always Best Care business portfolio include non-medical in-home care and assisted living finder and referral services, with skilled home health care now being phased in throughout the country. For more information, visit [www.AlwaysBestCare.com](http://www.AlwaysBestCare.com). For franchise opportunities, visit [www.FranchiseWithAlwaysBestCare.com](http://www.FranchiseWithAlwaysBestCare.com).

Always Best Care also offers *Free ABC Rx* cards, which provide discounts of up to 65 percent off the cost of prescription drugs at more than 59,000 pharmacies across the USA, and have saved consumers more than \$500,000 since its inception. This service is offered at no cost to the users, there are no deductibles, no waiting periods, no pre-existing exclusions, and no eligibility requirements -- *everyone* can use the card (even family members and pets!). The *Free ABC Rx* card covers many medications that Medicare Part D and regular insurance often do not. To download a free card, visit [www.FreeABCRx.com](http://www.FreeABCRx.com).

Another exclusive program offered by Always Best Care is *Always in Touch*, a telephone reassurance program that provides a daily phone call to seniors and disabled adults who are living alone and have limited contact with the outside world. Always in Touch is the *only* absolutely free national telephone reassurance program of its kind anywhere in the USA and Canada. For more information on Always in Touch, or to request an application, visit [www.Always-in-Touch.com](http://www.Always-in-Touch.com).