



FOR IMMEDIATE RELEASE

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CONTACT: Barry J. Parrish

bparrish@abc-seniors.com

916-596-1825

Always Best Care® Joins Alzheimer's Association as a National Team Member in the "Walk to End Alzheimer's"

Roseville CA (March 14, 2014) — Always Best Care® Senior Services, one of the leading Senior Care franchise systems in the United States, today announced the company has become a National Team member with the Alzheimer's Association in their annual "Walk to End Alzheimer's" for the third consecutive year. The Alzheimer's Association is the leading voluntary health organization for Alzheimer care, support and research. The "Walk to End Alzheimer's" is the nation's largest event to raise funds and awareness for Alzheimer's disease.

"Serving as a National Team is a public expression of our commitment to serve our communities," explained Michael Newman, founder and Chief Executive Officer of Roseville, CA-based Always Best Care. "It's also a clear demonstration of our desire to confront a devastating and fatal disease."

Alzheimer's disease affects 5.4 million Americans, with more than 5 million of them senior citizens. As yet there is no known cure, and the disease is irreversible.

"Our pledge to the Alzheimer's Association is to raise \$50,000 in 2014 to help fight this debilitating disease," Mr. Newman continued. "I am especially proud that our local business owners have stepped forward and answered our call to action, as we were successful in raising more than \$50,000 per year in each of the past two years. It's clearly a signal that as an organization we sincerely believe in giving back to the communities we serve."

As a National Team provider, Always Best Care will be featured in collateral promotional materials and advertisements at over 600 "Walk to End Alzheimer's" programs

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throughout the country. Links to the company's website, www.alwaysbestcare.com, will be featured on the Alzheimer's Association national website.

Founded in 1996, Always Best Care began franchising in 2007, and 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 and area representatives throughout the United States.

For more information about Always Best Care or to find an office near you where you can join us in our fight to end Alzheimer's disease, call toll-free 1-855-470-CARE (2273), or visit www.AlwaysBestCare.com.

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), write to us at franchisesales@abc-seniors.com, or visit 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 3 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. For franchise opportunities, visit 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 56,000 pharmacies across the USA, and have saved consumers more than \$400,000 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.

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.