



**FOR IMMEDIATE RELEASE**  
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**CONTACT: Barry Parrish**  
[bparrish@abc-seniors.com](mailto:bparrish@abc-seniors.com)  
916-596-1825

## **Always Best Care Seniors Services Introduces “Caregiver of the Year” Award**

**Roseville, CA (December 14, 2012)** — Always Best Care Senior Services announced today it will name the winner its first *Caregiver of the Year* award at the company’s International Conference in Las Vegas, February 24-26, 2013.

“The purpose of the inaugural *Caregiver of the Year* award is to recognize a caregiver who demonstrates an extraordinary commitment to the delivery of care to clients and their families,” said Michael Newman, founder and Chief Executive Officer of Always Best Care.

Based in Roseville, CA just outside the state capitol in Sacramento, 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 franchises and area representative offices.

The Always Best Care *Caregiver of the Year* award will be presented during the Always Best Care International Conference at the Planet Hollywood Resort & Casino in Las Vegas, Nevada. The winner will receive three nights at Planet Hollywood, roundtrip air transportation and other expenses, and a grand prize cash award.

Any caregiver employed by an Always Best Care franchisee in good standing may be nominated. Nominees will be judged on the following characteristics:

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- Exemplifies extraordinary commitment to clients and their families
- Shows compassion, empathy and respect in the delivery of care to clients and families
- Acknowledges and meets the unique physical, emotional and practical needs of clients and their families
- Has improved the quality of life for clients and their families
- Has been available and enthusiastically steps in when needed due to absence of other caregivers or unanticipated demand

For information on Always Best Care franchise opportunities, contact Steve Marcus, Vice President, Franchise Development, at [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**

Always Best Care Senior Services, ([www.alwaysbestcare.com](http://www.alwaysbestcare.com)), founded in 1996 by Michael Newman, 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 25,000 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, assisted living placement assistance, and skilled home health care. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to area seniors.