



**FOR IMMEDIATE RELEASE**

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## **Always Best Care Honored with 8 Communicator Awards for Marketing & Advertising Excellence**

**Roseville, CA (May 1, 2012)** — Always Best Care Senior Services has been honored with eight Awards of Distinction for advertising and marketing excellence in the 2012 Communicator Awards Competition.

Based in Roseville, CA just outside the state capital of 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 representatives.

The Communicator Awards is the leading international awards program recognizing big ideas in marketing and communications. Founded nearly two decades ago, The Communicator Awards receives over 6,000 entries from companies and agencies of all sizes, making it one of the largest awards competitions of its kind in the world.

The Always Best Care awards encompassed both consumer services and franchise development marketing and advertising. The company was honored for the following (click on the links to see the winners) ...

**[National Consumer Website](#)**

Category: Websites – Health Care Services

**[Assisted Living Landing Page](#)**

Category: Online Advertising & Marketing – B to C

**[Online Display Advertising](#)**

Category: Online Advertising & Marketing – B to C

**Consumer Services Campaign**

**[Online Ads](#) • [Print Ads](#) • [Brochure](#) • [Website](#) • [Landing Pages](#) • [Email](#)**

Category: Online Advertising & Marketing – B to C

**[Consumer Print Advertising Campaign](#)**

Category: Print Advertising – Advertising Campaign

### [Online Marketing Campaign](#)

Category: Online Advertising & Marketing – B to C

### [National Marketing Campaign](#)

Category: Marketing Effectiveness – Integrated Campaign

### **Franchise Development Kit**

#### [Franchise Presentation](#) • [Consumer Presentation](#)

Category: Brochure – Company Overview

The Communicator Awards honors work that transcends innovation and craft. The Communicator Awards is sanctioned and judged by the International Academy of Visual Arts, an invitation-only body consisting of top-tier professionals from acclaimed media, communications, advertising, creative and marketing firms. IAVA members include executives from organizations such as Condé Nast, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, Lockheed Martin, MTV Networks, Pitney Bowes, Time, Inc, Victoria's Secret, Wired, and Yahoo!

Creative development was done in-house at Always Best Care. The Always Best Care team is led by Barry J. Parrish, Vice President, Marketing, whose franchise marketing and advertising experience encompasses working with such brands as American Express Travel Service, Howard Johnson International, Allied Van Lines, Midas-International and many others. Others in the Always Best Care creative group include Michael N. Lumbrazo II, Internet Marketing Manager; Tim Forrester, Graphic Designer; and Katrina Taylor, Website Designer.

“I am thrilled at the performance of our team,” said Parrish. “They worked long and hard, basing our creative development on research which identified what our customers were seeking, and maintaining a consistent, compelling and brand-building approach across all media. Our success is really success for our entire family of franchisees across the USA and Canada.”

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.