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Always Best Care Senior Services Honored with Two New Marketing Awards

Roseville, CA (May 15, 2013) – Always Best Care Senior Services today announced the company has been honored with two new awards from the Interactive Marketing Competition, and leads the way with more awards for marketing and advertising excellence than any other senior care franchise company, according to a survey conducted by the independent Spector Agency of Sacramento, CA.

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 finder and referral services, and skilled home health care. The company delivers its services through an international network of more than 180 independently owned and operated franchise territories.

The newest recognition came from the Interactive Advertising Competition for "Best Healthcare Provider Online Newsletter" and "Best Healthcare provider Integrated Marketing Program," said Barry J. Parrish, Vice President, Marketing for Always Best Care.

The Internet Advertising Competition (IAC) Awards highlights the best online advertising in 96 industries and 9 online formats including, online ad, video, mobile, newsletter, email and social media. The IAC Awards are produced by the Web Marketing Association to honor excellence in online advertising, recognize the individuals and organizations responsible, and showcase the best in award winning Internet advertising.

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and corporate web development. In 1999, it decided to create a new award program to recognize outstanding online advertising in all of its various forms. Using its experience from the highly successful WebAward competition for website development, the WMA created the IAC Awards.

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"We are very proud to be leading the way in senior care marketing" said Mr. Parrish. "We strive to provide our franchisees with the very best marketing and advertising plans, programs and components to help differentiate them from the competition, and to help them build their businesses locally.

"Our goals are to build awareness of the Always Best Care brand, build an understanding of our position in the marketplace, and create top-of-mind awareness to help make our franchisees the most recognizable in the industry," he added. "These awards confirm that we're doing our job."

For information on Always Best Care franchise opportunities, contact Steve Marcus, Vice President, Franchise Development, at franchisesales@abc-seniors.com, or visit www.franchisewithalwaysbestcare.com.

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About Always Best Care

Always Best Care Senior Services, 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.

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 Senior Services business portfolio include in-home care and assisted living placement.

For more information, visit www.alwaysbestcare.com.