



FOR IMMEDIATE RELEASE
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***Always in Touch* seeks new volunteers
for telephone reassurance program**

Roseville, CA (December 12, 2012) — Anyone can fall or become ill during the night. If someone lives alone, a fall or illness during the night can be disastrous. Who will know? When will help come?

Introducing *Always in Touch* - a free telephone reassurance program sponsored by Always Best Care Senior Services that provides a friendly voice each weekday for seniors and disabled adults. *Always in Touch* provides daily socialization and the reassurance that the senior "is not alone."

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.

Now Always Best Care is looking for new volunteers to help handle the increasing number of requests for *Always in Touch* services.

The *only* national telephone reassurance program offered absolutely *free* to seniors, *Always in Touch* provides a daily "safety check" phone call and peace of mind to seniors who live alone. According to Michael Newman, founder and Chief Executive Officer of Always Best Care, "*Always in Touch* represents our way of giving back to the communities we serve."

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“Volunteers are the heart of *Always in Touch*,” said Mr. Newman. “We’re seeking local volunteers with a strong interest in serving the senior community. Volunteers may be students in gerontology, social work or other curricula, senior citizens or others who have the time and aptitude to provide warm, compassionate understanding to the persons they serve.”

Mr. Newman added that volunteers may live anywhere, in any time zone, within the United States and Canada.

Volunteers will report to the Always Best Care offices in Roseville, CA and make calls to a database of seniors. Calls will consist of a dialog of questions and common discourse to check on the seniors and ensure they are doing well. In the event that a senior does not respond or there are concerns, volunteers will be asked to follow specific procedures and reach out to designated emergency contacts. The *Always in Touch* telephone reassurance program is offered five days per week, Monday- Friday, 8am to 2pm.

Training will consist of 30 minutes of senior awareness and reporting training in addition to 30 minutes of technology training. Training is held virtually and does not require travel to the Always Best Care offices. Volunteers will be provided access to an Internet-based telephone and database. After completion of training, volunteers may make their calls from their homes. Calls are not recorded, but volunteers are required to post detailed notes in the Always in Touch database.

Importantly, Always in Touch is not a referral service or medical alert system, nor is it a substitute for professional medical advice or the care that patients receive from their physicians and medical advisors. In the event of an emergency, clients must call their doctor or 911 immediately.

To learn more about becoming an Always in Touch volunteer, or for a volunteer application, call toll-free 1-855-710-CALL, or visit www.always-in-touch.com.

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, (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.