



**FOR IMMEDIATE RELEASE**  
January 21, 2011

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

## **Always Best Care Senior Services to Launch Free *Always in Touch* Daily Phone Service for Seniors**

**Roseville CA, January 21, 2011** — Always Best Care Senior Services, the USA's fastest growing franchisor of In-Home Care, Assisted Living Placement and Skilled Home Health Care according to *Entrepreneur Magazine*, announced today it will be launching an exclusive new free *Always in Touch* telephone outreach service for seniors across the country.

Founded in 1996, Always Best Care began franchising just three years ago, and now has more than 125 franchises throughout the country. According to founder and Chief Executive Officer Michael Newman, the company has assisted more than 10,000 seniors representing a wide range of illnesses and personal needs.

"*Always in Touch* represents a new standard in service for many local communities," said Mr. Newman. "As a service to each community with an Always Best Care franchise, the *Always in Touch* program will offer to call senior citizens to remind them to take their prescribed medication, to see if they need any help or special assistance, and in some cases simply to give them a contact to the outside world. And best of all, this service is *absolutely free* to seniors!"

The program will consist of free daily phone calls which will provide much-needed social contact, and will serve as a check on seniors' safety and welfare, explained Mr. Newman. The well-being of participating seniors is the number one priority of *Always in Touch*. Referrals to community services will be made when health or safety concerns are identified, and the team will make follow-up calls when they are unable to reach their assigned participant. Attention to the welfare of the participating seniors will enable them to feel more secure and may extend the amount of time they are able to remain in their homes.

... more ...

To be offered exclusively by Always Best Care, the *Always in Touch* service will also help build awareness and recognition of the Always Best Care presence in the local community, and will help build trust and preference for ABC services, according to Mr. Newman.

*Always in Touch* will be offered in conjunction with the opening of a new national call center by Always Best Care, which is scheduled to launch in April of this year. There are no requirements for eligibility other than being a senior citizen, added Mr. Newman. “Seniors do not have to be current customers of Always Best Care to take advantage of *Always in Touch*,” he said. “They simply have to have a need, and contact their local Always Best Care office.”

For more information on the upcoming *Always in Touch* program, contact a local Always Best Care representative. To find the Always Best Care office nearest you, visit [www.alwaysbestcare.com](http://www.alwaysbestcare.com)

For information on franchise opportunities with Always Best Care Senior Services, 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).

# # #

#### **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 10,000 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.