



**FOR IMMEDIATE RELEASE**  
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## **Always Best Care Set to Launch First Ever National Advertising Campaign!**

**Roseville CA, January 14, 2011** — Always Best Care Senior Services, named by *Entrepreneur* magazine as the fastest growing franchisor of In-Home Care, Assisted Living Placement and Skilled Home Health Care in the USA, announced today it will be launching its first ever national advertising campaign by the end of January.

Founded in 1996, Always Best Care began franchising just three years ago, and now has more than 125 franchises throughout the country. According to CEO Michael Newman, the company has assisted more than 25,000 seniors representing a wide range of illnesses and personal needs.

“The national advertising campaign has been developed in conjunction with our franchise community,” said Michael Newman, founder and Chief Executive Officer of Always Best Care. “Our franchisees asked for a program that would drive business to their individual locations across the country, and we worked with a committee of franchisees to set objectives and develop the program on their behalf.”

The initial campaign will consist primarily of Internet lead generation through search engine marketing, including both search engine optimization and pay-per-click. Social media, affiliate marketing, blogs and videos also will be prominent components of the program, according to Mr. Newman.

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).

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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 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.