



**FOR IMMEDIATE RELEASE**  
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## **Always Best Care Senior Services Expands with First Franchises in Kentucky!**

**Roseville, CA (May 6, 2011)** — Always Best Care Senior Services, named by *Entrepreneur* magazine as the fastest growing Senior Care franchise system in the USA, today announced the company has awarded its first franchise in Kentucky as it expands into downtown Louisville and the East End.

Always Best Care provides non-medical in-home care, assisted living placement services and skilled home health care through a nationwide network of more than 140 independently owned and operated franchises.

The new Always Best Care Senior Services franchise serving downtown Louisville and the East End is owned and operated by Robin and Ken Helpers of Louisville.

“It gives me great pleasure to announce that we have awarded our newest franchise to a husband and wife team with the character and capabilities of Robin and Ken Helpers,” said Michael Newman, founder and Chief Executive Officer of Roseville, California-based Always Best Care. “They are an incredibly gifted couple, and they bring a sense of urgency, excitement and commitment to meeting the needs and challenges facing our senior population. They are truly a great addition to the Always Best Care team.”

Robin Helpers, who is President of the new Louisville franchise, has had a career spanning 30 years of health and human services marketing experience. With Always Best Care, she will be able to make a difference in people’s lives while building her business. “Bringing Always Best Care to our community gives me the privilege and the opportunity to improve the lives of seniors and their loved ones every day,” said Ms. Helpers. “I know the need personally, and we will strive to provide the best possible non-medical in-home care and free assisted living placement possible.”

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.