



**FOR IMMEDIATE RELEASE**  
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## **Sunrise Senior Living Communities Joins Always Best Care in National Partnership!**

**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 entered into a national referral agreement with Sunrise Senior Living Management and Sunrise Senior Living Services, operators of more than 280 assisted living communities throughout the United States.

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. Founded in 1996 by Michael Newman, Always Best Care 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, and is one of the premier providers of assisted living placement services and in-home care in the USA. The company has recently expanded to Canada, and is now offering master franchises in the United Kingdom.

The first Sunrise Senior Living opened in 1981, and with it, founders Paul and Terry Klaassen began a movement to champion quality of life for seniors in a home-like, resident-centered environment, unlike existing, more institutional options. The company, based in McLean, VA, now serves nearly 40,000 residents in communities in the United States, Canada and the United Kingdom. Sunrise Senior Living's unique resident-centered services are delivered by a team trained to encourage the independence, preserve the dignity, enable freedom of choice and protect the privacy of each resident they serve. Under the new national partnership, Always Best Care will serve as an extension of Sunrise sales teams throughout the country. Always Best Care is committed to gathering a thorough understanding of individual Sunrise Living Communities through the efforts of local Care Coordinators, then locating and referring residents to those properties. Under the terms of the agreement, Always Best Care will be authorized to quote prices, describe services and make representations regarding each Sunrise community.

“This is a truly exciting time for us, and we are thrilled to partner with a company as prestigious as Sunrise Senior Living,” said Mr. Newman. “Their range of senior housing options and outstanding quality has made them one of the undisputed leaders in the industry.”

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.