



FOR IMMEDIATE RELEASE
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Attorney Michael Wilsker Named Partner in Always Best Care Senior Services of Boston-Metro West

Roseville, CA (December 21, 2011) — Always Best Care Senior Services of Boston-Metro West today announced prominent Massachusetts attorney Michael G. Wilsker has been named a partner, joining president Howard Goldstein in their quest to provide the highest possible level of care for seniors in their community.

Always Best Care provides non-medical in-home care, assisted living placement services and skilled home health care through an international network of more than 175 independently owned and operated franchises.

According to Mr. Wilsker, the franchise will initially feature Always Best Care's non-medical in-home care and assisted living placement services.

Mr. Wilsker has been an attorney at law in Massachusetts for over 27 years, and formed Michael Grant Wilsker & Associates in 1999. But it's not simply his background as a lawyer that prompted Mr. Wilsker to seek an ownership position with an Always Bets Care franchise.

"In my law practice, I always worked very closely with seniors, he said. "But over the past five years, I have been very involved in caring for my elderly parents. Two years ago I introduced them to a Geriatric Care Manager who has become like a second son to them, and serves as the eyes and ears for my sister and I. My father was in the early stages of dementia and the GMC often called upon non-medical in-home caregivers to assist in taking care of my dad and allowing my mother some free time and relief from the stresses of daily caregiving.

"This past August, my father passed away at the age of 84," he continued. The experience with my father and as an attorney has prepared me for the next phase of my professional life – which is helping families with their elderly parents and allowing their parents to live out the remaining years of their lives in comfort and with dignity."

Mr. Wilsker's long-term vision for the company is "to make it the most popular and profitable non-medical in home care and assisted living placement company in the area and beyond," he stated. "I believe my main strength is the ability to relate and connect with seniors and their families. I am empathetic and very sensitive to the issues facing seniors, and my personable approach allows people to feel comfortable with me."

Always Best Care Senior Services of Boston-Metro West is located at 730 Boston Post Road, Sudbury, MA 01776, , and may be reached by calling (978) 443-7890 or via email at hgoldstein@abc-seniors.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.