



FOR IMMEDIATE RELEASE
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Always Best Care Senior Services Launches First National Consumer Television Campaign

Roseville, CA (March 14, 2013) – Nearly 250 franchisees, area representatives, vendors and employees attending the Always Best Care International Conference in Las Vegas last month leaped to their feet and gave a standing ovation to the introduction of the first ever national consumer television advertising campaign for Always Best Care Senior Services.

Two new commercials, both 60 seconds in length, were presented: One featuring in-home care, and one concentrating on assisted living selection and referral services. The commercials have been posted on the Always Best Care website, and may be viewed by visiting:
www.alwaysbestcare.com/tv.aspx.

The commercials are based on extensive research consisting of personal interviews with more than 50 clients and over 20 franchisees. The interviews were conducted either by phone or in person and, while most lasted between 45 and 60 minutes, some lasted several hours.

The resulting commercials, created by the Bodden Partners advertising agency of New York, NY, present home care and assisted living services in an entirely new light, according to Michael Newman, founder and Chief Executive Officer of Always Best Care. “Currently, commercials for in-home care are virtually identical,” he said. “They all have the same message, they all use the same tone, and in many cases they even use the same words. Switch the logos around at the end of the commercials and you couldn’t tell one from another.”

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“Our new commercials are *category busters*,” exclaimed Marty Miller, Chairman & Chief Marketing Officer for Bodden Partners, “which means they are taking what customers should expect to new levels. These commercials capture both the passion and compassion of Always Best Care business owners,” he continued, “and they are taken from real life stories which demonstrate how Always Best Care business owners “over-deliver” on their promises. As a result, Always Best Care franchisees are truly shaping the brand and living up to their name: Always Best Care.”

A major difference between the new Always Best Care commercials and most commercials in the senior care industry, according to Barry J. Parrish, Vice President marketing for Always Best Care, is that “they truly capture what is in our customers’ hearts. These commercials differentiate Always Best Care from other senior care companies, and they separate Always Best Care franchisees from franchisees at other companies.”

With a theme of “You deserve Always Best Care,” the campaign will be phased in to more than 60 marketing areas in the US and Canada beginning March 25. Bodden Partners and E&M Media Sales, also of New York, will be placing the buys.

For information on franchise opportunities with Always Best Care, contact Steve Marcus, Vice President of Franchise Development, toll-free at 1-855-430-CARE (2273), or via email at sales@alwaysbestcare.com. To learn about franchise opportunities, visit www.franchisewithalwaysbestcare.com.

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About Always Best Care

Always Best Care Senior Services, 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.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client’s particular physical or social needs. The hallmark services of the Always Best Care Senior Services business portfolio include in-home care and assisted living placement.

For more information, visit www.alwaysbestcare.com.