

FOR IMMEDIATE RELEASE

CONTACT:

Sue Yannello

syannello@919marketing.com 919.459.8162 919.459.8168

New Solution Helps Adults with Elderly Parents Moving In

NEW CENSUS DATA SHOWS RECORD INCREASE IN NUMBER OF PARENTS LIVING WITH CHILDREN

October 2008---It's clearly a trend: Mom and Dad aren't just coming to celebrate holidays anymore, they're staying for good. Demographers point to many reasons; higher housing costs, the bad economy, or rising cost of medical care...but the shift is certain. And now there's help for adult children as parents move in.

MORE PARENTS ARE MOVING IN WITH THEIR KIDS.

U.S. Census data show the number of elderly parents living with their adult children grew 62% in the past seven years.

Today 45 million households in America provide care for an elderly loved one and the number is growing. Thanks to medical advances, seniors are living longer. 36 million seniors live in the U.S. now and that number will almost double in a few years to 72 million seniors. That's 20% of the population.

CARING FOR ELDERLY PARENTS CREATES A NEW HEALTH CARE CHALLENGE;

- The primary family caregiver (usually the middle aged eldest daughter who is also working) spends an average of 20 hours per week caring for an elderly parent.
- 40% of caregivers who work full time report missing work on a regular basis due to the health needs of an elderly loved one. That translates into an estimated \$33.7 billion in lost productivity each year for U.S. corporations.
- 80% of working caregivers report emotional strain.
- 50% report financial strain.

--- NEW SOLUTION ---

A LOCAL COMPANY IS HELPING THOUSANDS OF FAMILIES IN YOUR CITY.

Senior Helpers allows adult children to hire their elderly mom or dad "a friend," a caregiver for a few hours a day. A professional caregiver cooks a meal for elderly parents, runs errands with them, plays cards, keeps them company. Children want to help their parents but just don't have time. They're busy with their own lives, jobs and kids.

TELL AN EMOTIONAL STORY WITH CONCRETE SOLUTIONS. WE CAN PROVIDE:

Interviews/photos/b-roll with families in your city struggling to balance their own lives while caring for elderly parents.

Interviews with elderly care experts.

This story can touch a huge portion of your audience. We'll develop the story for you and set up all the interviews and photo opportunities you'll need to tell a heartwarming, helping story in your community. This is a way to educate your audience and make life easier and more rewarding for elderly parents and their children.

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About Senior Helpers

Senior Helpers connects professional caregivers with seniors who wish to live at home as opposed to a nursing or assisted living facility. Based in Baltimore, Maryland, Senior Helpers strives to be the leading companion and personal care provider that offers dependable and affordable care. For more information, visit www.seniorhelpers.com.

**Media Contact: Sue Yannello - syannello@919marketing.com
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