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PRESS RELEASE

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FAMILIES CARING FOR VETERANS GET NEW HELP THIS VETERAN'S DAY

Families in your city find hidden money to care for veteran loved ones through new assistance program

Baltimore, MD—Nov. 2008--- This Veteran's Day, thanks to a new program, families struggling to care for veterans may now qualify for help paying for in-home care for their loved ones. With more than 23.5 million veterans, this program will benefit tens of thousands of people and give peace of mind to families of veterans across the country.

It's all part of the Senior Helpers' **Veterans Express Program**, a free national service that assists families who need help caring for their veteran loved ones. The program helps veterans of all ages and their family members navigate the difficult and complex application process for Veterans Administration benefits, which could earn them up to \$1800 a month in VA pension money to pay for in-home care.

"I didn't know about this program and without this benefit, I could not afford this care for my father," said Donna Stelly. Her father, Warren Guidry, a Korean War veteran, was living with her but really wanted to stay in his own home with his puppy and maintain his independence. "With a caregiver staying with him a few hours during the day, I don't have to worry about meals, or medicine, or getting him to the doctor or other errands. He is happier and I have peace of mind."

"The family didn't know about the veterans benefit," explains Jennifer Campisi, who runs the Senior Helpers office in Abbeville, Louisiana, and has arranged for VA benefits for six other families. "It takes a couple months to gather the documents and apply. But now that home care services are being covered by the VA, the seniors are happier because they are at home and families can feel more relaxed knowing their loved one is okay."

"This program uncovers a secret most Americans don't know about," said Peter Ross, the founder of Senior Helpers. "The application process for this type of government help can be long and grueling, which means many families just give up and never receive financial aid. If a family is qualified, the Senior Helpers Veterans Express Program will help them through every step of the process until they receive the money they deserve."

THIS IS AN IMPORTANT STORY FOR VETERANS DAY THAT AFFECTS MILLIONS OF FAMILIES, MANY IN YOUR CITY. CONSIDER:

----Veterans make up 8% of the U.S. population, 23.5 million people of all ages. One quarter of the population, 70 million people, are eligible for benefits because they are veterans, family members or survivors of veterans.

---More than 9 million veterans are age 65 or older. Many older veterans need in home care and they, along with their families, don't have the money to pay for it.

---The health care crisis for veterans of the wars in Iraq and Afghanistan could top \$650 billion dollars. Many wounded soldiers from these wars are returning home and need long term and short term in-home care but can't afford it.

Senior Helpers Veteran's Express is a program that plays the role of "senior advocate" on behalf of veterans and their families who need help completing the required paperwork to qualify for government reimbursement. The program is so crucial because many families don't even know benefits are available or can't complete the forms on their own. The approval process for benefits can be long, sometimes taking up to six months. Veterans and their families are often worn out by the process and give up; causing them to miss out on benefits they are eligible to receive.

We will provide:

---Interviews/photos/b-roll with local veterans and their families who need these benefits, quality for them, but don't know the benefits exist or how to for them.

---Interviews with the founders of Senior Helper's Veterans Express who can talk about this benefit available for all U.S. veterans and their families.

---Disturbing statistics and studies showing how badly veterans and their families are struggling to provide in-home care.

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About Senior Helpers

Senior Helpers connects professional caregivers with people who wish to live at home as opposed to a nursing or assisted living facility. Based in Baltimore, Maryland, with offices in cities throughout the U.S., Senior Helpers strives to be the leading companion and personal care provider that offers dependable and affordable care. (www.seniorhelpers.com) The Senior Helpers' Veterans Express program helps veterans of all ages fill out the maze of paperwork to apply for VA pension money to pay for in home care.

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