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Surprising Government Money Gives Hoosiers a Reason to Celebrate

Families in Indiana discover hidden money to care for veteran loved ones through new nonprofit assistance program

Avon, IN – August 20, 2008 – Thanks to a new government program that kicked off earlier this month, many Hoosier families will celebrate when they learn about free government financial assistance that's available to help them pay for in-home care for their veteran loved ones. With over 518,000 veterans currently residing in Indiana, plus the family members that are responsible for providing care, this program will benefit thousands of local residents and provide a sigh of relief for millions of families across the country.

It's all part of the Senior Helpers' *Veteran's Express Program*, a national nonprofit service that helps families who need help caring for their loved ones. This program helps veterans of all ages and their family members navigate the difficult application process and receive their portion of this hidden government money, which could earn them up to \$1800 a month in VA pension, to pay for in-home care for those who have served in the Armed Forces.

"Although we just opened our Senior Helpers location eight weeks ago, through the corporate programs and assistance we offer, like the *Veterans Express Program*, we have been able to provide much needed support to seniors, veterans and families in the area," commented Susan Kromann, Senior Helpers' franchise owner in Avon, IN. "There are many veterans in the area that could benefit from this particular program, but they don't know about this money or how to get it. Senior Helpers is working to make sure all seniors receive the personal, in-home care that they need and family members are provided with the support and information necessary to make sure their loved ones are well taken care of."

"We're revealing a secret most Americans don't know about through this program," said Senior Helpers' Founder, Peter Ross. "The application process for this type of government assistance can be long and grueling, causing many families to give up and never receive financial aid. The *Veteran's Express Program* walks them through each step of the process until they get the money they deserve."

THIS IS AN IMPORTANT STORY THAT AFFECTS THOUSANDS OF FAMILIES IN INDIANA. CONSIDER THIS:

- ***Approximately 518,000 veterans currently reside in Indiana. In 2007, 9,368 veterans were admitted as in-patients to VA hospitals throughout Indiana - 7,220 of those were admitted just in Indianapolis.***
- ***Many older veterans and recently wounded young veterans need in-home care and don't have the money to pay for it.***
- ***The healthcare crisis for Iraq veterans could top \$650 billion, far outstripping the amount of money spent on combat operations in Iraq. This affects EVERYONE. Tax dollars are sitting in a VA pension fund that should be going to in home care for veterans.***

Veteran's Express is an organization that plays the role of "senior advocate" on behalf of veterans and their families who need help completing the necessary paperwork to qualify for government reimbursement. The approval process can be long, sometimes taking up to 6 months, and often wears out veterans and their families, causing many veterans and families to miss out on getting their benefits. This program is so crucial because many families don't even know about it and can't complete the forms on their own.

We will provide:

- **Interviews /photos/b-roll with veterans and their families who need this money, don't know it exists and don't know how to apply for it.**
- **Interviews with the founders of Senior Helper's *Veteran's Express Program* who can talk about this money available to all U.S. Veterans and their families.**
- **Alarming statistics and studies that show how badly veterans and their families are in need of 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 Helper's 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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