



FOR IMMEDIATE RELEASE
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Always Best Care Senior Services Expands with New Franchise in Arizona!

Roseville, CA (November 22, 2011) — Always Best Care Senior Services, named by *Entrepreneur* magazine as the fastest growing Senior Care franchise system in the USA, today announced the company has awarded its eighth franchised territory in Arizona and is now expanding into the North Scottsdale and East Mesa Areas..

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.

Always Best Care Senior Services of North Scottsdale and East Mesa is owned and operated by C&V Corporation, whose principals are Cindy Harvey and Virginia Burzotta. According to Ms. Burzotta, they will feature Always Best Care's non-medical in-home care and assisted living placement services.

"We are thrilled to have awarded our newest franchise to women of Cindy and Virginia's character and capabilities," said Michael Newman, founder and Chief Executive Officer of California-based Always Best Care. "I'm confident they will be a valued addition to the Always Best Care team."

Cindy Harvey most recently was a Psychology Associate for the Department of Social & Health Service for the State of Washington where she served children, adults, and seniors for 19 years. Virginia Burzotta most recently served as a Vice President of Northwest Center, a large non-profit serving people with disabilities. Ms. Burzotta had 14 years of dedicated service to Northwest Center and, prior to her tenure there, also served special needs populations for an additional six years.

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Both women have a strong passion for serving people. According to Ms. Burzotta, “Always Best Care provides a great opportunity for us to continue to serve our community. We bring over 40 years of combined experience in social services, and we have a passion for providing quality, on-time services that meet people’s needs.”

“We are dedicated to providing the best possible care to our seniors and their loved ones,” added Ms. Harvey. “Our seniors have given much to our communities, and we are committed to providing them with the highest quality of care during their golden years.”

Always Best Care Senior Services of North Scottsdale & East Mesa is located at 21150 N. Tatum Blvd. #3035, Phoenix, AZ 85050, and may be reached by calling (480) 563-2078 or via email at charvey@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.