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March 26, 2008

For Immediate Release

Contact: Keith Mason

The Ivey announces network of preferred providers to create The Complete Care Solution

Charlotte's affordable, luxury adult day care, The Ivey, welcomes ComForcare, Home Instead, and Partners In Care to its newly formed Preferred Provider Network designed to create The Complete Care Solution that better meets the needs of Charlotte's growing senior population. Available through this new relationship with 3 in-home care companies is a balanced mix of in-home care, socialization, and mental stimulation through individually-designed care plans. Brought together by their common commitment to first class service, the senior care companies consider this a necessary and bold forward step towards further meeting the needs of their current and future clients. The Ivey expects to expand its network of preferred providers to other companies to help the family

caregiver by:

- 1) Eliminating the challenges of finding the right help at the right time for the right price.
- 2) Simplifying options for total care
- 3) Bundling the best resources on a single platform
- 4) Removing unnecessary fears of navigating the process for those who need care and their family member who must provide care

The Ivey is an affordable luxury adult day care club located in the heart of SouthPark. Founded and operated by Lynn Ivey, The Ivey was featured in The Charlotte Observer on 1/27/08 as an innovative business model for adult day care. The Ivey is the first of its kind in Charlotte.

ComForcare is a senior services company operated by Phil and Lisa Koch. ComForcare was the recipient of the Better Business Bureau Consumer Foundation's first annual Silver Torch Award in 2007. The award recognizes outstanding companies in the Charlotte and surrounding areas who provide service excellence within the older adult community.

Home Instead is also a senior services company operated by Les and Roberta Farnum. Roberta received the 2004 Women in Business Achievement Award presented by the Charlotte Business Journal and the 2005 Enterprising Woman of the Year award presented by Enterprising Women's Magazine.

Partners In Care is owned and operated by Don and Sally Olin. They are the first home care agency in the Charlotte NC area to receive the state's New Organizational Vision Award (NOVA) for meeting a voluntary and comprehensive set of higher workforce and workplace standards for caregivers and Certified Nursing Assistants.



Support is always welcome
in order to keep the grapevine growing!

To sponsor a month, please contact

Maryanne Dailey - 704/927-8625 / maryanne@charlotte.bbb.org

SeniorGrapevine.org is a program developed and sponsored by:

BETTER BUSINESS BUREAU CONSUMER FOUNDATION
and
HOME INSTEAD SENIOR CARE

SeniorGrapevine.org is a unique communication tool designed to be an informative, community email bulletin service for the sole purpose of reporting senior-related activities and events to individuals, agencies, organizations and companies requesting such information.

Management of SeniorGrapevine.org is under the direction of the Better Business Bureau Consumer Foundation, a nonprofit charitable organization under Section 501(c)(3) of the Internal Revenue Code.

Please direct questions to info@seniorgrapevine.org
or Maryanne Dailey, Executive Director,
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