



FOR IMMEDIATE RELEASE

ComForCare's Pittsburgh Franchise Owner Named a Franchisee of the Year Award Winner by the International Franchise Association

DETROIT (September 25, 2018) – Anna Zaydenberg, owner of a ComForCare franchise in Pittsburgh, was named a Franchisee of the Year award winner by the International Franchise Association (IFA), the world's oldest and largest organization representing franchising worldwide. The award recognizes franchisees from across the country who have demonstrated excellence within the franchising community.

"IFA is proud to recognize Anna for her extraordinary story and success," said Robert Cresanti, IFA President and CEO. "Franchise businesses are an engine of economic growth across America, in a large part due to the hard work of tens of thousands of franchise business owners like Anna. As Washington looks to continue our economic growth, policymakers would do well to remember that franchising is making a difference across our country."

Zaydenberg was recognized at IFA's Franchise Action Network Annual Meeting in Washington D.C. on September 5th, which brought together more than 400 franchise business leaders to raise awareness with policymakers on the industry's continued successes and economic contributions.

Since 2008, Zaydenberg has operated the ComForCare in Pittsburgh, which has grown to be the largest non-medical home care provider in Allegheny County, Pennsylvania. She currently serves on ComForCare's Franchise Advisory Council (FAC) for the 2018-2019 term, providing input on how to improve the franchise system. And in addition to winning several system awards, like ComForCare's 2017 Franchise of the Year, Zaydenberg received the 2017 EY Entrepreneur of the Year Award for Community Service for Pennsylvania and West Virginia.

"It's such an honor to receive this award from the IFA," said Zaydenberg. "I love the opportunities I get to serve my community through ComForCare every single day. Franchising has allowed me to build relationships with so many different kinds of people and challenged me in figuring out how I can fully serve my clients so they can live their best life possible."

About ComForCare

ComForCare is a premier provider of home care with nearly 200 independently owned and operated locations in the U.S. and Canada helping older adults live independently in their own homes and continue to do all the things they love. ComForCare is committed to helping people live their best life possible and offers special programs for people with Alzheimer's disease and other forms of dementia. Founded in 1996, ComForCare was acquired by private equity firm The Riverside Company in 2017 and now is part of a multi-brand franchise parent company, which has plans for more expansion across the continuum of care for aging adults. ComForCare operates as At Your Side Home Care in Houston. For more information, visit www.comforcare.com.

###

For more information, contact:

Sarah Lofdahl
BizCom Associates
318.617.0362
sarah@bizcompr.com



In photo (left to right): ComForCare In-house Counsel Stephen Greenwald, ComForCare franchisee Anna Zaydenberg, ComForCare CEO Steve Greenbaum