



BizCom Associates Adds New Clients ComForCare and CarePatrol to its Roster

PLANO, Texas (September 24, 2018) – BizCom Associates, an award winning Dallas-Fort Worth PR and marketing communications firm, has added a multi-brand franchise company to its roster specializing in the continuum of care for aging adults. Backed by private equity investor The Riverside Company, these franchise brands include ComForCare, a premier provider of home care, and CarePatrol, the nation's largest senior placement organization, with aggressive plans for additional expansion.

"With the number of Americans aged 65 and over projected to double from 46 million in 2016 to over 98 million in 2060, there couldn't be a better time to educate people about ComForCare and CarePatrol," said Monica Feid, President of BizCom PR. "If we haven't personally been touched by addressing the care of an aging loved one, we know someone who has and the demands will only continue to grow to find trusted care providers."

According to caregiver.org, by 2050, the number of Americans in need of long-term care services is expected to double from the 13 million using services in 2000, to 27 million people. ComForCare, with almost 200 franchise locations across the U.S. and Canada, and CarePatrol, with 150 franchisees, both have plans for rapid franchise expansion to meet growing demand.

Led by CEO Steve Greenbaum, a franchise industry veteran and former Chairman of the International Franchise Association, the aim of the multi-brand franchise company is not just about home care, but about complete wellness and the "live your best life" philosophy for those dealing with the challenges of aging, recovering from an injury or living with a chronic medical condition.

"We have aggressive plans to elevate the standards of home care, as well as expand our organization to include multiple brands that serve older adults in a more holistic way," said Greenbaum. "We are excited to have BizCom as our partner to help us reach new heights in our mission to help people live their best life possible."

About CarePatrol

CarePatrol's founders have been pioneers in the senior placement industry for the past 25 years. Franchising since 2009, CarePatrol has been a Franchise Satisfaction winner for eight consecutive years. With 150 franchise partners, CarePatrol is the largest senior

placement organization in the country, and in early 2018, was acquired by ComForCare, a premier provider of non-medical in-home care for aging adults. With ComForCare's private equity support from The Riverside Company, CarePatrol is now part of a multi-brand franchise parent company, which has plans for more expansion across the continuum of care for aging adults. For more information, visit www.CarePatrol.com.

About ComForCare

ComForCare is a premier provider of home care services with nearly 200 independently owned and operated locations in the U.S. and Canada helping older adults live independently in their own homes. 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 continued expansion of service brands 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.

About BizCom Associates

Established in 1999, BizCom Associates specializes in helping international business leaders, entrepreneurs and franchise companies promote their products and services around the world. The agency's clients include high profile brands such as Dwyer Group, Edible Arrangements, Gold's Gym, Mr. Gatti's Pizza, Gigi's Cupcakes, 9Round, Explore Horizons, Restoration 1, bluefrog Plumbing + Drain and Solera, among others.

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For more information, contact:

Sarah Lofdahl
BizCom Associates
318.617.0362
sarah@bizcompr.com