



NEWS RELEASE

TSC Member to Receive 2007 CSA Community Citizen Award Recognized for Outstanding Service to Seniors

ANCHORAGE, AK, April 12, 2007 – Kevin Turkington of Senior Care of Alaska (www.seniorcarealaska.com), a member of The Senior's Choice membership organization since 2002, has been chosen by the Society of Certified Senior Advisors® (SCSA) to receive this year's Certified Senior Advisor Community Citizen award for his outstanding work with seniors in Anchorage and the surrounding area. The following is a description of the award:

“The *Service to Seniors* awards program recognizes and honors CSAs for their passion, commitment, caring and "can do" attitude in volunteering for seniors. Three awards are given: CSA Trailblazer, CSA Community Citizen and CSA Samaritan.” More information about the program can be found on the SCSA website: <http://www.csa.us/ServiceAwardNominations.aspx>

Society of Certified Senior Advisors®, the largest membership organization of its kind, is dedicated to educating professionals to work more effectively with their senior clients and how to keep their interests first. Understanding the key health, social and financial factors that are important to seniors, and how these factors work together, enable CSAs to integrate this knowledge into their professional practices – resulting in better care for our nation's seniors.

The CSA Community Citizen award, which is selected by an independent panel, recognizes a CSA who has gone above and beyond in giving time, effort, and talent to a senior organization or cause that improves the quality of life for seniors. The panel is comprised of representatives from non-profit senior service organizations and other CSAs. Criteria include how long and how often a CSA has been volunteering for seniors, the benefits to seniors, as well as the challenge or difficulty of the volunteer work.

The *Service to Seniors* awards will be presented to Kevin and the two other award recipients on Thursday, May 10, 2007 during the Opening Ceremonies of the CSA International Summit 2007. The three winners are announced and honored during the opening ceremonies of the Summit and each winner will receive a \$500 donation to the senior organization of their choice.

Founded in 1998, The Senior's Choice is the nation's largest network of private duty home care companies caring for seniors. With over 200 members in the United States and Canada, The Senior's Choice offers its members the unparalleled opportunity to become successful independent business owners. The Senior's Choice membership model was developed as an alternative to franchising that gives entrepreneurs a step-by-step guide to starting their businesses, along with a comprehensive training program and unparalleled support, without the long-term conditions and costs imposed on them by a franchise.

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