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FOR IMMEDIATE RELEASE

PARTNERS IN CARE WINS 2008 ‘SILVER TORCH AWARD’ **Coveted Better Business Bureau honor recognizes service excellence to seniors**

CHARLOTTE, NC — November 18, 2008 — In the midst of the company’s Fifth Anniversary year, Charlotte-based Partners In Care has been honored with the Better Business Bureau Consumer Foundation’s coveted Silver Torch Award, an award which recognizes service excellence to the older adult community.

Since the award’s inception in 2007, once a year the Better Business Bureau Consumer Foundation selects an independent panel of judges comprised of educators, law enforcement, and state representatives specializing in the older adult community. This panel reviews the nominees and selects that year’s outstanding company which provides service excellence to the older adult community within Charlotte and the surrounding areas.

Maryanne P. Dailey, Executive Director of the Better Business Bureau Consumer Foundation, offered her congratulations by acknowledging the company’s “high caliber” and stating, “I am sure this only adds to the celebration of Partners In Care’s fifth anniversary.”

This award comes on the heels of Partners In Care receiving the prestigious North Carolina New Organizational Vision Award (NC-NOVA) from the State of North Carolina and The Carolinas Center for Medical Excellence, as well as Partners In Care director/owner Sally Olin being named one of 2008’s Top 25 Women in Business by the Charlotte Business Journal. In response to news of the Silver Torch Award honor, Olin said, “We recognize that such accolades would never be possible unless Charlotte-area seniors and their families decided to put their trust in the Partners In Care family. To us, that’s the greatest honor of all: the privilege of continuing to serve our community’s seniors and their loved ones.”

Partners In Care is a family-owned and operated company born out of the personal experiences of two longtime Charlotteans, Don and Sally Olin. The company provides personalized in-home care for seniors who wish to remain independent in their own homes. Helping seniors to remain independent – and providing peace of mind for their families – has become Don and Sally’s clear and passionate vocation in the Charlotte community. Adopting the tagline of “Family Helping Families,” Partners In Care has grown into the perfect fusion of personal priorities and professional advancement – and it is this alchemy that has fueled this family company’s recent impressive growth. More information on **Partners In Care** is available by calling **704-554-9904** or by visiting **www.partnersincare-nc.com**.

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