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**FOR IMMEDIATE RELEASE**

## **PARTNERS IN CARE NAMED NORTH CAROLINA'S 'FAMILY BUSINESS OF THE YEAR'**

**Prestigious honor is bestowed by Wake Forest University's Schools of Business**

CHARLOTTE, NC — March 25, 2010 — Partners In Care, the Charlotte area's premier in-home caregiving company, has been named North Carolina's 2010 Family Business of the Year. The annual honor is bestowed by the Family Business Center at Wake Forest University Schools of Business.

Recognizing family businesses as the backbone of our communities and our economy, Wake Forest University Schools of Business sought to establish a prestigious annual award that honors our state's "Best of the Best" in four categories: Small, Medium, Large, and Century. With an estimated 90% of U.S. businesses being family-owned or controlled, the competition was bound to be stiff.

Partners In Care was chosen as the winner of the Medium-Sized Business category following a review of many different aspects of the company, beginning with an evaluation of Partners In Care's uniquely successful merging of the family with its business, including such elements as family involvement, quality of relationships, and commitment to the company and its goals. The review also analyzed how the notion of "family" has been incorporated into the business, and in particular, how the Olin family's values and beliefs have been integrated into the company's business practices. Wake Forest also weighed Partners In Care's treatment and satisfaction of clients and employees, as well as overall company growth. Finally, the university assessed Partners In Care's positive impact on its community, its industry, and on the state of North Carolina as a whole. After appraising all of the above aspects, it was determined that Partners In Care had earned the title of North Carolina Family Business of the Year. An award banquet is scheduled for May 6, 2010 at Discovery Place.

This latest honor comes on the heels of Partners In Care receiving the coveted North Carolina New Organizational Vision Award (NC-NOVA) from the State of North Carolina and The Carolinas Center for Medical Excellence, and the respected Better Business Consumer Foundation's Silver Torch Award, honoring service excellence to the older adult community.

In response to news of the Family Business of the Year honor, President Don Olin said, "This is a special achievement for us, because the very foundation of Partners In Care is our passion for helping other families care for their loved ones. Our company is fortified by our own family values, and these principles guide our response to each and every client's unique family situation."

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*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, and led them to adopt their signature tagline: "Family Helping Families". More information on Partners In Care is available by calling 704-554-9904 or by visiting [www.partnersincare-nc.com](http://www.partnersincare-nc.com).*