



**PARTNERS IN CARE
OF THE CAROLINAS**
Family Helping Families

CONTACT: Matt Olin, Press Manager
Partners In Care of the Carolinas
Cell: 704-287-2744 | Email: molin@partnersincare-nc.com

FOR IMMEDIATE RELEASE

**PARTNERS IN CARE CHANGES COMPANY NAME TO
'PARTNERS IN CARE OF THE CAROLINAS'
New Name Reflects Company's Expansion throughout NC and SC**

CHARLOTTE, NC — April 1, 2011 — Partners In Care, the region's premier in-home caregiving company, announced today that it has changed its company name to Partners In Care of the Carolinas. The goal of the name change is to better reflect the company's expanded service area throughout both North Carolina and South Carolina.

"Since 2003, our family-owned and operated company has continuously evolved to better serve seniors and others throughout the region. Meeting the growing care needs of seniors has always been our goal," said Don Olin, president and co-owner of Partners In Care of the Carolinas. "Our new name more accurately represents the fact that we are proud to provide our award-winning caregiving service to families in both states."

This news comes on the heels of numerous honors recently bestowed upon the company, including "North Carolina's Family Business of the Year" by Wake Forest University, the prestigious "North Carolina New Organizational Vision Award" from the State of North Carolina and The Carolinas Center for Medical Excellence, the Better Business Bureau Consumer Foundation's coveted "Silver Torch Award" recognizing service excellence to the older adult community, and the 2011 "Best of Home Care Award" from Home Care Pulse.

Director and co-owner Sally Olin remarked, "Since opening our doors, nearly 1,000 area families have turned to our company for care, which means literally tens of thousands of individuals in our community and around the country have placed their trust in us. This immense growth can be traced directly back to the dream, passion and beliefs that serve as a beacon for our family business. Our new name relays the fact that we provide this exceptional care both north and south of the Carolina border."

Along with the name change, Partners In Care of the Carolinas has adopted an updated logo. The changes are effective immediately, and all future business activity will be undertaken with the new name. The company's tagline of "Family Helping Families" will remain the same.

For more information regarding the company name change, please contact Matt Olin at the contact information above. For more information on Partners In Care of the Carolinas, please call 704-554-9904 or visit www.partnersincare-nc.com.

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