



Personal Care Preferred Group

Main Office

11042 Blue Star Hwy.
P.O. Box 305
Stony Creek, VA 23882
1.800.598.9854
434.246.3110
434.246.4213 Fax

Personal Touch Home Care Services

107 Maifield Ave.
Waverly, VA 23890
804.834.1065
804.834.1066 Fax

2200 Boulevard – Suite E
Colonial Heights, VA 23834
804.526.3117
804.526.9588 Fax

Southern Touch Health Care Services

43 Rives Rd.
P.O. Box 1687
Petersburg, VA 23805
1.800.974.6959
804.733.9511
804.733.9577 Fax

130 West Hicks St.
Lawrenceville, VA 23868
1.800.974.6959
434.848.2903
434.848.2905 Fax

Moore Home Care Services

404 South Main St.
P.O. Box 111
Emporia, VA 23847
434.348.8861
434.348.0661 Fax

www.pcpgonline.com

For Immediate Release
Date: January 24, 2008
Contact: Michelle Olgers
Phone: (804) 861-9660

Southern Touch Home Care Services opens Second location in Lawrenceville

Lawrenceville, VA – Southern Touch Home Care Services, a member of Personal Care Preferred Group, has opened a new office in Lawrenceville, VA. The company also has offices in Petersburg, VA. They will hold a Grand Opening celebration on Thursday, February 7, from 10 a.m. - 2 p.m. at their new location on West Hicks Street. The event will start with a ribbon cutting ceremony followed by free blood pressure screenings, refreshments, job fair, give-a-ways and registration for the grand door prize of five days of personal care services. The office will be accepting registrations for the grand prize February 4 - 8, 8 a.m. - 5 p.m. The winner does not need to be present at the drawing to win.

The Petersburg-based company brings quality home healthcare and non-medical home services to the areas of Emporia, South Hill, Lawrenceville and Brunswick, offering an alternative for many to nursing homes or other institutional options. The company offers long-term and short-term at-home support for seniors, the disabled, new parents, individuals recovering from illness, injury or surgery, and anyone who lacks the time, energy or ability to get everything done in a day. Some of the many services the company's trained aides provide include bathing, feeding, shopping, walking and exercise, light housekeeping, meal preparation, companionship, assistance with medications and more.

Southern Touch Home Care Services was established in 2006 by John and Barbara Thurman and by Sue and Jerry Moore. The Thurmans also previously founded Personal Touch Home Care, and the Moores also previously founded Moore Home Care Services. Both of these companies join Southern Touch Home Care to comprise the Personal Care Preferred Group that the Thurmans and Moores jointly own and which services most of central and Southside VA.

John Thurman acknowledges that Southern Touch is uniquely different from other personal care companies by servicing mostly private-pay individuals. "With our private-pay clients we are able to be more flexible with our services," he said. "Our clients can determine exactly what services they need and how often they need them. This results in support programs being custom tailored to a client's needs and budget."

Southern Touch services can be paid for by long-term insurance, private pay or Medicaid.

Southern Touch Home Care just recently joined the Personal Care Preferred Group in a merger that promises to enhance the personal care services offered in Southside Virginia. "We will continue to offer professional and quality service to all of our clients," says Sue Moore, "and we hope to attract the region's most qualified nurses and aides as we grow our staff."

According to the National Association for Home Care & Hospice, approximately 7.6 million individuals currently receive care from 17,700 providers because of acute illness, long-term health conditions, permanent disability or terminal illness. The U.S. Department of Labor reported that as Baby-Boomers begin to reach the senior age, the need for personal home care services is predicted to increase 40 percent. In Virginia, the number of home care agencies has increased by 70 percent since 2002 in order to meet this demand. Personal care is becoming a popular solution for older adults who need assistance, but wish to continue living in their home instead of a nursing home or other managed care facility.

To learn more about the services offered by Southern Touch Home Care Services, or about employment opportunities, please contact their new Lawrenceville office located at 130 West Hicks Street, at (434) 848-2903, or visit their website at pcpgonline.com.

#