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## **STAMFORD FRANCHISE OWNER RECOGNIZED FOR OUTSTANDING CONTRIBUTIONS TO FRANCHISING**

### ***Franchise Leaders Deliver “Franchising Equals Jobs” Message to Congress***

WASHINGTON, D.C., Sept. 17, 2013 – Assisting Hands Home Care franchisee Gary Ferone of Stamford, Connecticut was honored last night by the International Franchise Association (IFA) with its annual Franchisee of the Year Award. Franchise owner-operators representing 36 franchise systems were recognized today during the IFA’s 14<sup>th</sup> Annual Public Affairs Conference for their outstanding performance and the contributions they have made to enhance the growth and development of franchising.

“The franchising community is an important part of the U.S. economy due to the hard work of franchisees,” said IFA Chairman Steve Romaniello, managing director, Roark Capital Group. “The IFA is proud to recognize the outstanding efforts of Gary with the Franchisee of the Year Award and thank him not only for his work to promote franchising, but for the contributions he makes every day to showcase how local business owners propel the economy in communities across the country.”

Gary Ferone says he is flattered by the Franchisee of the Year Award. “We have worked very hard to get our business where it is, and we are very happy with the support we have received from the home office of Assisting Hands Home Care and the International Franchise Association during the growth process.”

The Franchisee of the Year Award is a major component of the IFA’s Public Affairs Conference, which brings more than 400 franchise business leaders together in Washington, D.C. to carry the key messages of franchising to lawmakers on Capitol Hill. During the two-day event, which began today and continues through Sept. 17, franchise industry leaders will meet with legislators and their staff in over 200 congressional offices about issues important to the future of franchising, such as tax certainty, healthcare reform immigration and access to credit. The Public Affairs Conference is a powerful way to help forward IFA’s advocacy efforts and further increase awareness about how franchising can contribute to economic recovery and job growth. The event is supported by founding sponsor ADP Small Business Services.

During their visits to Washington, IFA members are highlighting the economic impact of franchising. According to a study conducted for the IFA Educational Foundation by PricewaterhouseCoopers on the economic impact of franchising, there are more than 825,000 franchised businesses in operation across the country, which is indirectly responsible for providing 18 million jobs and generating \$2.1 trillion in economic output. In Connecticut, Assisting Hands Home Care establishments directly provide 125 jobs, contributing a substantial value to the U.S. economy.

### **About Assisting Hands Home Care – Fairfield County**

Assisting Hands Home Care - Fairfield County offers in-home, non-medical support services that fill the gap between living at home with dignity and the need for institutionalized medical care. Assisting Hands Home Care currently serves clients in Fairfield, Greenwich, Stamford, and surrounding areas in Fairfield County. Single and multi-unit franchises are available in the following counties: New Haven, Middlesex, New London, Windham, Tolland, Hartford and Litchfield. To learn more, call 203-295-3477 or visit <http://www.assistinghands.com/stamford/>.

### **About the International Franchise Association**

The International Franchise Association is the world’s oldest and largest organization representing franchising worldwide. Celebrating 50 years of excellence, education and advocacy, IFA protects, enhances and promotes franchising through government relations, public relations and educational programs. Through its awareness campaign highlighting the theme, *Franchising: Building Local Businesses, One Opportunity at a Time*, IFA promotes the nearly 18 million jobs and \$2.1 trillion of economic activity generated by franchising. IFA members include franchise companies in over 90 different business format categories, individual franchisees and companies that support the industry in marketing, law and business development.

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