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FOR IMMEDIATE RELEASE

Friendly House Announces New Community Concierge Program
A new social enterprise to counter declining funding for essential services in the community

Portland, OR - [Community Concierge](http://communityconciergepdx.com) is a new program of Friendly House, offering a wide range of in-home services for adults 60 and better who reside on Portland's west side. A dedicated concierge will assist customers in the coordination of services provided by our qualified personal assistants and approved service providers. Our comprehensive, holistic approach includes a flexible range of services; such as, handyperson, transportation, yard work and housekeeping. Our experienced staff will be available to customers to assist with the daily activities of life. An optional premium plan includes access to the Friendly House gym and fitness room, Lifelong Learning classes and trips, free social activities and community events. Program details are available at communityconciergepdx.com.

According to [Vaune Albanese](#), Executive Director of Friendly House, "There are [10,000 Baby Boomers](#) turning 65 every day in our country. That translates to another **43,000 Oregonians** reaching the age of 65 this year and every year for the next 17 years! Yet the investment in the services and infrastructure to support this population is not coming close to meeting the need. Two years ago several members of the community asked us to consider an expansion of our program that helps low-income older adults remain independent in their homes, to include similar fee-based services offered at competitive marketplace prices. The start-up capital for this major expansion of services was made possible with the generous support from Meyer Memorial Trust and Spirit Mountain Community Fund. **Community Concierge** was born from the need to create a sustainable revenue stream to help support other Friendly House programs that continue to experience a decline in government funding."

Friendly House has an 83-year history as the premier service provider in Northwest Portland and 35 years supporting elders in maintaining their independence. Our new **Community Concierge** program will help older adults live independent, active lives and provide peace of mind for their families who can depend on us for reliable, compassionate, high quality care.

To learn more about Community Concierge visit communityconciergepdx.com or contact us at 503-935-5280 or email info@communityconciergepdx.com.

For media inquiries, contact Vaune Albanese at valbanese@friendlyhouseinc.org or call (503) 228-4391.

About Friendly House

[Friendly House](#) is a non-profit neighborhood center and social service agency, founded in 1930. Its programs and services are provided at no charge or on a sliding fee scale to ensure access to all members of the community. Friendly House provides a continuum of services in four program areas: Children's Programs, Community Recreation and Education, Services for Seniors and Homeless Families and Gay & Grey.

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