

CBS EVENING NEWS

Series Special: Eye on The Road



Feature Story Broadcast CBS Evening News - The Early Show - Online

CBS decided to do a series of reports on the impact of gas prices and started in Florida with a focus on seniors. While looking for a senior care company for her report, the producer saw our ad in the AARP Magazine. As we are the only homecare company authorized to advertise in the AARP Magazine, this producer proceeded to perform her due diligence and check out Visiting Angels.

She contacted the local Better Business Bureau in Palm Beach County. The BBB told the producer that there was only one reliable company to use - Visiting Angels.

The CBS producer then contacted the Delray Beach agency and was treated to overwhelming responsiveness and service.

While interviewing the local office, the producer found out that we are a national organization with an outstanding reputation and made arrangements to produce the report using the local Visiting Angels agency.

Result . . . over 20 million viewers saw our trade marked logo and heard the name Visiting Angels.

