

70 Red Roses Carry a Message of Love and Legacy at Comfort Keepers of Cumming Ribbon-Cutting

CUMMING, GA, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- Community members, partners, family, and friends gathered for a memorable ribbon-cutting celebrating Comfort Keepers' continued commitment to Cumming and North Georgia.

When Jennifer looked around the [Comfort Keepers of Cumming](#) ribbon-cutting on August 26, she saw far more than a room filled with people celebrating a growing business. She saw family, longtime supporters, community partners, members of her Comfort Keepers team, and neighbors who had taken time to show up for a milestone that meant deeply to her. Among them were 70 red roses, each waiting to carry a little piece of that celebration back into the community.

The ribbon cutting with the Forsyth County Chamber of Commerce marked a memorable new chapter for Comfort Keepers of Cumming and an opportunity to thank the many people who have supported Jennifer, her team, and their work serving North Georgia families.

For Jennifer, one of the most meaningful parts of the celebration was standing alongside her mother.

Jennifer's mother turns 70 this Saturday, and red roses are her favorite flower. In her honor, the family brought 70 red roses to the ribbon cutting, one for every year that Jennifer describes as having spent her life loving, giving, serving, and lifting others.

During the celebration, Jennifer's mother personally handed guests the roses with the message, "Where there is love, there is life." — Mahatma Gandhi. Each guest was encouraged to take the rose and pass it along to someone who had brought joy to their life or helped lift their spirits



when they needed it most.

The gesture reflected a lesson Jennifer learned from her parents long before she became a nurse or business owner: “A rising tide raises all ships.”

That message is also at the heart of why senior care means so much to Jennifer. Her family has lived, worked, and served in North Georgia for more than seven generations, and Comfort Keepers has served families throughout the region for 24 years. Jennifer brings more than 20 years of healthcare experience as a nurse, with much of her career dedicated to geriatric care.

Comfort Keepers is a family business, and that sense of family extends to its employees, clients, families, and community partners. Many team members have built lasting careers with the organization, including several who have been part of the Comfort Keepers family for more than 10 years.



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My parents have been my rising tide, and throughout my life that tide has also been my family, our Comfort Keepers team and this community. As we grow, I hope we measure success by the lives we lift.”

Jennifer, owner of Comfort Keepers of Cumming

Many of the seniors Comfort Keepers serves spent decades lifting others themselves, raising families, teaching children, caring for patients, serving their country, and strengthening their communities. Jennifer believes the people who once helped raise others’ ships deserve to have someone become the tide for them as their own needs change.

That belief carries through The Journey of Care. A relationship might begin with help taking a shower, getting to the store, or completing everyday routines. As needs evolve, support can grow while familiar caregivers remain a consistent presence. The caregiver who first drives

someone to the store for everyday errands can become the same familiar person holding their hand during end-of-life care. Over time, caregivers can become an additional member of the family, building connections and familiarity that carry seniors and their loved ones through changing stages of life.

Adult children balancing careers, children, household responsibilities, and the needs of an aging parent, that dependable support can also make daily life more manageable. Comfort Keepers promotes helping your loved one remain connected to home and familiar routines.

Comfort Keepers provides non-medical In-Home Care including companionship, personal care, transportation, meal preparation, light housekeeping, respite care, dementia and Alzheimer's care, and 24-hour support. The team also helps families understand long-term care insurance options and proudly supports Veterans and their spouses through caregiving services, career opportunities, and free guidance navigating VA resources and benefits.

Comfort Keepers was recognized by Newsweek as one of "[America's Best Customer Service](#)" in 2020, reflecting the brand's broader commitment to providing a positive experience for seniors and families.

As the celebration came to a close, Jennifer and the Comfort Keepers team expressed their gratitude to the Forsyth County Chamber of Commerce and to everyone who attended, celebrated, offered encouragement, and helped make the ribbon-cutting meaningful.

For Comfort Keepers, that outpouring of support was a reminder that growth is ultimately about relationships. It creates opportunities to serve more seniors, support more families, and invest in caregivers through continuing education, meaningful benefits, growth opportunities, and genuine care both inside and outside of work. Comfort Keepers also provides scholarships for full-time and part-time employees, helping team members continue pursuing their own goals and dreams.

Growth also creates more opportunities to give back. Comfort Keepers invests time, resources, and financial support each year in local charities, schools, programs, and organizations throughout North Georgia, carrying its commitment to service beyond the homes of the families it supports.

As 70 red roses left the celebration in the hands of 70 guests, the message behind the day traveled with them: remember the people who lifted you, and when you have the opportunity, help lift someone else up.

It is a simple idea that connects Jennifer's family story with Comfort Keepers' mission of Elevating the Human Spirit as legacy builders, Jennifer and her team are committed to helping people build, protect, and complete their legacies while encouraging seniors to continue pursuing purpose and joy through every stage of life.

Families interested in learning more about In-Home Care can [contact Comfort Keepers of Cumming](#).

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