

# NEWS RELEASE

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## '100 Mile' Group Promotes 50/50 Tour, Encourages Local Partnerships To Attract New Residents

**WindsorEssex** It may seem a bit far-fetched, but offering out-of-towners, age 50 and over, up to 50% off on accommodations, dining, a night at the symphony or a round of golf, to check out the lowest-priced housing market in Ontario and an active retirement lifestyle like no other, is catching on.

“Once people add up the numbers and realize the huge savings on housing they can sock away by moving here, they’ll include us in their planning,” says Mike Dinchik, President of WEARCI (Windsor-Essex Active Community Retirement Initiative), the not-for-profit cooperative marketing partnership promoting the region as an ideal active retirement destination.

RetireHere.ca, WEARCI’s website, is dedicated to promoting the benefits of Canada’s ‘southernmost’ region to the 50 Plus crowd who may be contemplating a lifestyle change that is considerably more affordable and relaxed than most would experience in the GTA and other large metropolitan centres.

The popular website is part of an integrated marketing campaign that targets ‘boomers’ specifically in the GTA and directs respondents to a local call centre where they can register for the **50/50 Tour** Discount Club card, book real estate tours or plan a weekend getaway to the region.

Over the past 18 months, RetireHere.ca has had 15,000 unique visitors, 470 inquiries have been generated through both the website and the call centre with 200 information kits being distributed, and over 90 requests to take the **50/50 Tour**. Twenty have booked or taken real estate tours throughout the region, hosted by local REALTORS®.

“They are visiting here and moving here,” states Dinchik, “from as far away as Vernon, BC, Calgary, Edmonton and Saskatoon and as close as London, Ajax, Barrie and Concorde, Ontario. Builders and REALTORS® across all of our municipalities are reporting numerous sales to the 50 Plus market.”

The **50/50 Tour** program was developed as both an incentive to attract the 50 Plus market and to show visitors appreciation for touring the region. Various merchants and organizations offer savings on a cross-section of quality goods and services and get access to a potential new customer base. WEARCI is encouraging businesses to join the initiative and help attract potential new residents to the area.

For details on how to participate in the **50/50 Tour** promotion visit [www.RetireHere.ca](http://www.RetireHere.ca) and click on, “Become a Promotional Partner”, on the Home page.

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### **For information contact:**

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### **About WEARCI**

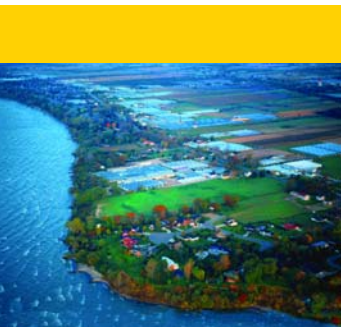
The **Windsor-Essex Active Retirement Community Initiative (WEARCI : WE - ARE - KEY)** is a not-for-profit, cooperative, marketing partnership formed by the Greater Windsor Home Builders Association, The Windsor-Essex County Real Estate Board and the Windsor-Essex Regional Chamber of Commerce. Collectively, WEARCI represents over 3,000 members throughout the region who have been severely impacted by the changing dynamics of the automotive industry.

WEARCI’s mission is to foster economic diversity with long-term sustainability, attract the affluent and active 50 Plus market, create new jobs, encourage investment, revitalize the real estate market and ultimately create a new ‘green’ economy for the region. WEARCI is funded by its founding partners in addition to The City of Windsor, The County of Essex and in kind contributions of Reliance Home Comfort.



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