

FOR IMMEDIATE RELEASE

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Ailing Ontario Region to Diversify Economy, Promote Location as Growing Destination for 50 Plus Market, Investment and Retirement Development

The WindsorEssex Peninsula: Less snowfall than any other Ontario region, 7 months of summer weather, Canada's most affordable real estate market at all price levels, convenient access to global travel, the new Caesars Casino and Colloseum, and an impressive 100 mile peninsula are just a few of a long and growing list of amenities that position the Windsor-Essex region as an ideal destination for the active retirement market.

"Today marks a first for Windsor -Essex County, and Ontario as we launch our initiative to market the region as a key destination for the active retirement market and the retirement development industry," emphasizes Mike Dinchik, Executive Director of the Windsor and Essex County Active Retirement Community Initiative (WEARCI). "We encourage retirees of all ages and the public and private sector to explore the opportunities on the WindsorEssex Peninsula."

WEARCI members include the Windsor-Essex Regional Chamber of Commerce, Greater Windsor Home Builders' Association and Windsor-Essex County Real Estate Board.

"The City of Windsor and the eight communities that make up the Essex County region are often overlooked or seriously underrated when it comes to lifestyle choices and amenities", says Dinchik, spokesperson for the group. "We are committed to changing that mindset and creating economic diversity around our strengths."

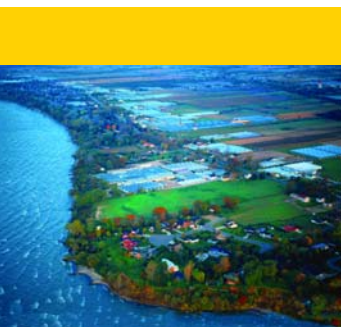
Canada's southernmost point, the WindsorEssex Peninsula offers an uncongested, convenient and comfortable lifestyle the 50 plus market and active retirees prefer. A population of 393,402 covers 715 sq. miles and live harmoniously in a region recognized as one of the most culturally diverse in Canada with 175 ethnic backgrounds represented.

Migrating south to the WindsorEssex Peninsula from Toronto and the GTA could mean considerable savings for home owners accustomed to average home prices of \$375,000.

Real estate in Windsor-Essex is half the price and savings are considerable when comparing a 1,200 sq. ft. condo on the waterfront, a short walk from the

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city centre, a 3,000 sq. ft. executive home in an exclusive neighbourhood, or 70 acres of county farmland only 20 minutes from a lakeside town or the city centre.

Recognized as a key region for growth, investment and specialized development opportunities, Windsor-Essex is experiencing new growth in luxury retirement properties under construction, completed or scheduled to break ground between 2007 and 2010, that account for \$90 million dollars in private money.

“Very affordable land, highly experienced and respected building trades, moderate temperatures, and a unique location with a growing retirement community, provide an exceptional opportunity for the retirement industry and forging new partnerships with the public and private sector,” adds Mike Dinchik. “We encourage inquiries that will lead to long-term relationships for building a promising future in the Windsor-Essex region.”

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