

NEWS RELEASE

For Immediate Release
August 18, 2011



Ontario's newest retirement hot spot has B.C. residents on the move

WindsorEssex, ON: They searched the web for two years before finally settling in to a retirement lifestyle of comfort and security 2,500 miles away from Surrey. Visiting only once for a tour of real estate in 2008, Dennis and Louise Keller chose the lakeside town of Leamington in southwestern Ontario with its rich farmland, vineyards and friendly community – a 1,600 square foot townhome overlooking a semi-private golf and country club. “It cost about the same as a building lot back home,” smiled Mrs. Keller.

The Kellers are among a growing trend of active retirees and semi-retired empty-nesters from British Columbia making the move to Canada's southernmost region, the WindsorEssex '100 Mile' Peninsula.

With a population of 390,000, the region's climate, lifestyle and affordability have attracted 422 new families from across the country, all age 50-plus, purchasing \$110 million in real estate over a two-year period, according to a survey conducted with over 300 REALTORS® by the **Windsor-Essex Active Retirement Community Initiative (WEARCI)**.

WEARCI was formed in 2008 by three not-for-profit organizations to help stimulate the region's economy with a 5-year marketing initiative that will promote the area's retirement destination potential and unique peninsula location. Located on the same latitude as northern California, and Rome in southern Italy, WindsorEssex offers a temperate climate - Ontario's warmest, over 2,000 hours of sunshine annually, and seven months of short-sleeve weather.

“Awareness is growing across the country...WindsorEssex offers comparable housing to Vancouver and most of Canada for half the price,” stated Krista Del Gatto, CAE, Executive Officer of The Windsor-Essex County Real Estate Board and WEARCI's President. “Although our marketing has been targeted to the Greater Toronto Area, people like the Kellers find us online at RetireHere.ca,” said Ms. Del Gatto.

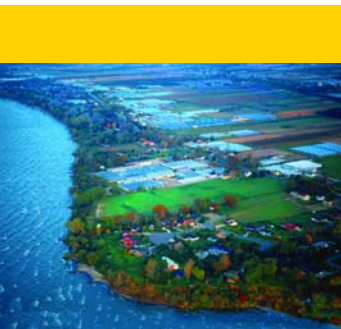
Del Gatto also points out that as many as 28% of the 422 families relocating to WindsorEssex moved from the western provinces, with Alberta and British Columbia accounting for 103 of the west's 120 families. She also emphasized fifty of those families relocated from the Greater Vancouver area.

WEARCI will target the 50-plus market in the west starting with a full-page ad in the Vancouver Sun, Saturday, August 27. The ad highlights WindsorEssex amenities and provides a cross-section of real estate prices around the 100 Mile peninsula in comparison with similar properties in the Greater Vancouver area.

(more)

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1-877-963-2323
info@retirehere.ca



StayActive!
www.RetireHere.ca

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RetireHere.ca provides a wealth of information including real estate listings, price comparisons and discounts for visitors age 50-plus up to 50%-off on accommodations, dining, golf and special events, when visiting and touring real estate. A toll-free number, 1-877-963-2323 connects callers with a local customer service representative.

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WINDSOR-ESSEX REGIONAL
Chamber of Commerce

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 through financial contributions by its founding partners, The City of Windsor, The County of Essex and private corporations.

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