

City of Dearborn hosts VIP event to unveil media campaign for WelcomeHomeDearborn

DEARBORN, Mich – Media, public officials and key stakeholders were invited by the City of Dearborn to attend a special March 11 preview of the spring ad campaign that is being launched this month to attract homebuyers to Dearborn. The campaign, which includes a mix of outdoor, radio, print and cable advertising, is part of the City's marketing effort to highlight all the great services and amenities Dearborn has to offer.

Dearborn Mayor John B. O'Reilly, Jr. explained to the standing room only crowd at the Ford Community & Performing Arts Center that the campaign resulted from research conducted more than two years ago, in partnership with the Dearborn Board of Realtors.

"The City agreed that it was important to invest in this marketing campaign for the long term vitality of our very vibrant community," said Mayor O'Reilly. "We're a regional center for employment, healthcare services, higher education, shopping, and transportation as well as home to outstanding cultural and visitor attractions."

The marketing campaign was launched at Dearborn's annual Homecoming festival last August with a "Did You Know?" contest to draw attention to more than 20 highlights and interesting facts about Dearborn.

The Web site WelcomeHomeDearborn.com was also launched to serve as an Internet portal to easily locate residential properties for sale in Dearborn, along with access to information about schools, jobs, entertainment, recreation and cultural opportunities in the community.

A multi-faceted media campaign will run from March through June to reach potential buyers during the prime home buying season. Research indicates that Dearborn is particularly attractive to young professionals and early empty nesters.

“Research also tells us why residents choose Dearborn,” added Mayor O’Reilly.

Some of the key reasons given for selecting Dearborn are its ideal central location, superior City services, excellent housing values, well maintained neighborhoods, a safe place to live, friendly community spirit and innovative school programs.

Mayor O’Reilly encouraged everyone who attended the preview event to serve as Dearborn ambassadors and spread the word about all the great things happening throughout the community.

For more information and to sign up for the campaign’s e-newsletter, visit www.WelcomeHomeDearborn.com.