

News from the City of Dearborn
Dearborn – Clean and Safe
John B. O'Reilly, Jr., Mayor

FOR IMMEDIATE RELEASE

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City of Dearborn selects local marketing team to launch homebuyer campaign

*Kickoff planned for Dearborn Homecoming festival
August 3-5 with free drawing for iBook, other prizes*

DEARBORN, Mich. Ensuring that Dearborn remains a vibrant community during challenging times in the real estate market, city officials approved a year-long marketing campaign to attract new homebuyers and retain current home ownership.

"We have so many great stories to tell about Dearborn, and what a wonderful place it is in which to live," said Mayor John B. O'Reilly, Jr.

"We have outstanding City services; appealing, tree-lined neighborhoods with a variety of housing options; interesting downtowns; great restaurants; shopping; a surprising amount of natural areas for walking and recreation; a community college and a university," O'Reilly said.

"In today's market, we need to be very proactive in promoting our assets. We want home buyers to know everything Dearborn has to offer," said O'Reilly. "To help us tell our full story, we will involve our Realtors, neighborhood associations, schools, and businesses."

Beginning with this year's Dearborn Homecoming festival August 3-5, the public will be able to participate in a "Did You Know?" contest that provides interesting facts about Dearborn.

Participants will be eligible to receive free gifts, while supplies last, and to enter a free prize drawing for \$25, \$50 and \$100 gas cards, courtesy of Armada Oil & Gas Company and BP, and to win the grand prize, a laptop computer, courtesy of Carrie Gandolfo of Prudential Select Real Estate. This will be the first in a series of contests to be launched throughout the year.

Selected to lead the marketing campaign are four Dearborn women business owners who are collaborating under the name JCI Group. They are Margaret Blohm of

Margaux & Associates, Sandra Boulton of Boulton & Associates, Millie Elston of Elston's American Speedy Printing and Jackie McClure of JCI Design.

"In addition to being experienced professionals in our disciplines, each of us has a vested business interest in Dearborn's success," said Jackie McClure, whose company recently celebrated its 25th anniversary.

"We're really looking forward to applying our strategic marketing skills, because we understand how much this means to our City's present and future. Three of us are also Dearborn homeowners."

The marketing campaign follows a homebuyers' market research study that was conducted by the City of Dearborn, with input from the Dearborn Board of Realtors, Chamber of Commerce and Dearborn Public Schools. Dearborn was compared with a number of neighboring communities of similar size and demographics.

During the next few months, the JCI Group plans to meet with key stakeholders to gather additional information before launching a broad-based media campaign in the Spring.

"With all the competition in the real estate market, our goal is to create a campaign that will keep Dearborn on top of mind with Realtors and buyers," said Millie Elston.

The JCI Group has launched the Web site, WelcomeHomeDearborn.com, as a key component in the overall campaign. It will be used to build community awareness, communicate marketing initiatives, direct people to key resources, and provide an opportunity for the public to participate in contests, sponsorships and other activities.

To learn more about the homebuyers' campaign, people are encouraged to visit WelcomeHomeDearborn.com and sign up for periodic updates.

PHOTO CAPTION:

Photo Courtesy of the City of Dearborn

JCI Group has been selected to market the City of Dearborn to homebuyers. They will be promoting Dearborn's attractive, tree-lined neighborhoods, as illustrated by this house, as well as the City's many services and amenities.