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City of Dearborn Launches WelcomeHomeDearborn.com™ Web Site

"Why I Love Dearborn!" Online Sweepstakes Begins

DEARBORN, MI--(Marketwire - December 10, 2007) - The Web site WelcomeHomeDearborn.com has been launched as a key communication piece for a year-long marketing campaign to attract homebuyers to Dearborn. Initiated and managed by the City of Dearborn, the campaign will incorporate a variety of other media as it moves into 2008.

The official Web site helps visitors locate homes for sale in Dearborn as well as find valuable information and links to resources about where people live, work and play in the community.

To increase awareness about the WelcomeHomeDearborn campaign, the Web site is featuring a "Why I Love Dearborn!" Sweepstakes that runs through February 10, 2008.

Sweepstakes participants will have an opportunity to enter the online contest from the campaign's Web site, WelcomeHomeDearborn.com, by submitting a written description of up to 75 words and/or a graphic depiction, photo or drawing, about "Why I Love Dearborn!" Dearborn hospitality packages will be awarded to two randomly selected Grand Prize winners.

The Web site also provides an opportunity for Realtors, local businesses and organizations to promote their products and services.

Jackie McClure, a partner of the JCI Group Dearborn marketing team hired by the City of Dearborn, said of the website: "We want to give potential homebuyers a central location to learn about all of the wonderful resources the City, schools, neighborhoods, businesses, cultural organizations and others have to offer in Dearborn and the surrounding area."

Visitors to the Web site can also sign up for an e-newsletter that will be distributed periodically with the latest campaign activities.

McClure explained that a one-page WelcomeHomeDearborn.com site was first launched with the campaign's kick-off in August.

"That page alone was attracting visitors from as far as China and Europe and throughout the United States," said McClure. "We're eager to see the response now!"

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

Highlighted Links

WelcomeHomeDearborn.com

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