

PRESS & GUIDE

Winners tell 'Why I Love Dearborn'

March 19, 2008



Mayor O'Reilly presented Dearborn Hospitality packages to Sweepstakes winner Jeanne Wisniewski, at left, and to Brenda Mobarak, wife of Sweepstakes winner Robert Mobarak.

To build awareness about the city's year-long campaign to attract homebuyers to Dearborn, an online sweepstakes was held on the campaign's Web site, WelcomeHomeDearborn.com.

The "Why I Love Dearborn" Sweepstakes, which ended in February, gave participants the opportunity to submit a written description of up to 75 words and/or a graphic depiction, photo, or drawing about Dearborn.

Two grand-prize winners, one from each category, were selected at random to receive Dearborn hospitality packages, with valuable prizes and gift certificates donated by businesses and organizations throughout Dearborn.

Mayor Jack O'Reilly presented the Dearborn hospitality packages to the winning recipients at the city's standing room-only VIP Media event on March 11, which previewed a multi-faceted Welcome Home Dearborn media campaign. The campaign will run through June.

Dearborn resident Jeanne Wisniewski was the delighted winner of the random drawing for the essay category. Her entry follows:

"I have lived in Dearborn 56 years. When I got married to John, I was so proud to be a Dearborn resident. My 5 children attended Edsel Ford High School, then The University of Michigan – Dearborn where they received masters degrees. I like Dearborn for being a clean city with convenient shopping. Residents all keep their homes up to date and are very proud of them. We can always count on our snow removal services and trash pick-up."

Robert Mobarak of Ypsilanti was the winner of the photo entry. He submitted a photo of a Christmas train display at The Henry Ford. Mobarak's wife, Brenda, accepted the prize on behalf of her husband, who was unable to attend the presentation. Though non-residents, Mobarak said he and his wife enjoy visiting The Henry Ford and dining in Dearborn.

Each prize package included a portable GPS, an overnight stay at one of the Dearborn Inn's historic colonial cottages, a travel bag from PL Marketing, golf for four at the Dearborn Hills Golf

Course, season tickets to the Dearborn Symphony Orchestra, free passes to The Henry Ford, Automotive Hall of Fame, Henry Ford Estate Fair Lane and the Fitness Center at the Ford Community and Performing Arts Center; gift certificates to Andiamo's, Fairlane Town Center, Westborn Market, Guilio & Son's Restaurant at the Dearborn Hyatt Regency, and Chinese massage at Alice Huang's Chinese Natural Therapies.

According to Jackie McClure, a partner of JCI Group Dearborn, which designed and developed the WelcomeHomeDearborn.com web site, the sweepstakes generated many wonderful testimonials about Dearborn. Many of these testimonials are posted on the web site and will be used in other media for the city's campaign.

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