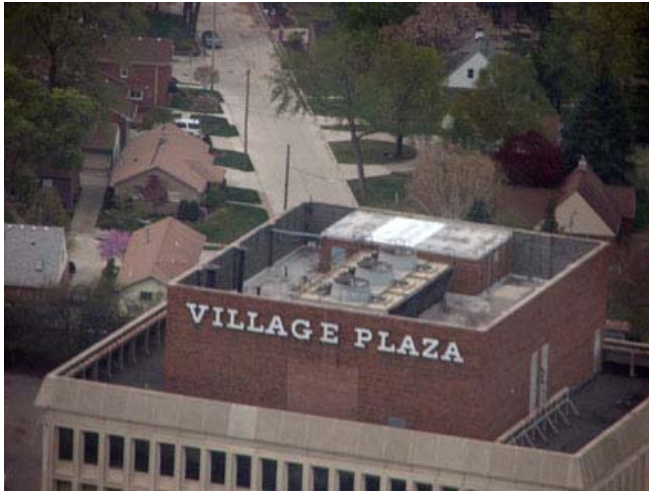


PRESS & GUIDE



Dearborn goes to great heights to attract homebuyers

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The City of Dearborn's efforts to attract homebuyers has risen to new heights—literally. Now, anyone flying over Dearborn can view a large banner invitation, anchored on the rooftop of the 12-story Village Plaza office complex, to “visit WelcomeHomeDearborn.com™.”

The signage is part of a broader media campaign that has been launched by the City to encourage homebuyers to consider all the great reasons to buy a house in Dearborn. The WelcomeHomeDearborn.com web site is an Internet portal that provides online visitors with easy access to homes for sale along with a wealth of information about the many reasons to live, work and play in Dearborn.

JCI Group Dearborn, the marketing team selected by the City to lead the campaign, credits the idea for a rooftop banner to Jim O' Connor, director of the City's Finance Department. O'Connor shared his suggestion with JCI Group Dearborn, following a presentation to City department heads.

“We welcomed Mr. O’Connor’s novel idea and began our search to find the right rooftop in Dearborn,” said Millie Elston, a partner of the JCI Group marketing team and owner of Elston’s American Speedy Printing.

Responding to Elston’s search was Randy Doran, senior vice president of Koll Development Company, which manages the Village Plaza building, located at the northwest corner of Michigan Avenue and Outer Drive in west Dearborn. Doran, a strong community supporter and an enthusiastic Detroit baseball fan, had also previously displayed a rooftop banner to cheer on the Tigers.

“Mr. Doran understood what we wanted to do and immediately agreed to help our campaign,” added Elston. The white banner with black lettering is 24 feet long and 12 feet high, is expected to be readily visible to air traffic flying into Detroit Metro Airport.

In addition to the unique rooftop banner, the City’s marketing efforts to attract homebuyers include print and online ads, radio, cable television, billboards and other signage featuring WelcomeHomeDearborn.com.

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