



DEARBORN LAUNCHES HOUSING WEB SITE

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The city of Dearborn has launched a new Web site, WelcomeHomeDearborn.com, part of a year-long marketing campaign to attract homebuyers to Dearborn.

City officials say 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 information and links to resources about where people live, work and play in the community.

To increase awareness about the [WelcomeHomeDearborn](http://WelcomeHomeDearborn.com) campaign, the Web site is featuring a "Why I Love Dearborn!" Sweepstakes that runs through Feb. 10.

Sweepstakes participants will have an opportunity to enter by submitting a written description about why they love Dearborn up to 75 words in length, and may add a graphic, photo or drawing. Dearborn hospitality packages will be awarded to two randomly selected grand prize winners.

The Web site also provides an opportunity for real estate professionals, 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 site: "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."