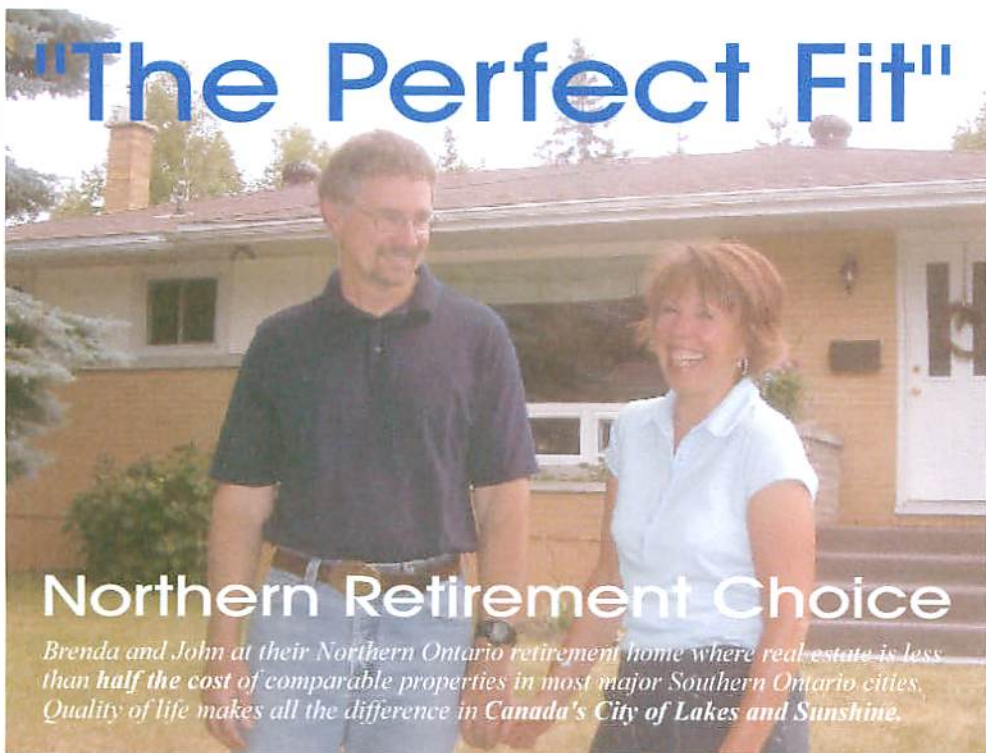


# Golden Opportunity: Attracting "Seniors" to The City of Greater Sudbury

Sudbury's "**Golden Opportunity**" report recommended that seniors be encouraged to remain in Sudbury following retirement and also an attempt be made to **encourage an inward migration of seniors** to live and contribute to our community.

Discussion took place by the marketing working group of the "Seniors Roundtable" including John Gaul who described how he and his wife chose Sudbury as "**the perfect fit**" when they was looking for a retirement community. This formed the basis for the proposed promotion.

**Note:** There is no actual mention of Sudbury until the final line of the "ad" to avoid reader "turnoff" if location is mentioned too early. It is proposed that this ad be used in selected retirement magazines such as 50 Plus and Good Times and in newspapers serving the Haliburton and Muskoka areas.



**"The Perfect Fit"**


**Northern Retirement Choice**

*Brenda and John at their Northern Ontario retirement home where real estate is less than **half** the cost of comparable properties in most major Southern Ontario cities. Quality of life makes all the difference in Canada's **City of Lakes and Sunshine**.*

*Like many in Southern Ontario John Gaul worked most of the year so he could spend his vacation in **Northern Ontario**. After retirement, the former Burlington resident decided, together with his wife Brenda McKeen, to move north permanently and after much careful consideration chose the **City of Lakes and Sunshine** with a population of 160,000.*

*This was the "**perfect fit**" for what they were looking for including **affordable housing** and close to the great outdoors for **all season recreational activities** (over 300 lakes within city boundaries). Other factors were a thriving diversified **cultural and artistic community**, a new regional hospital, new medical school, two community colleges and university, fine restaurants and **great shopping** in both boutique and big box stores.*

*A city with the **amenities of a much larger metropolitan area** and all conveniently located. **Clean air and water and more sunshine** than any other city in Ontario, yet less than 4 hours north of Toronto. Find out why **The City of Greater Sudbury** might be your perfect retirement fit. Visit our website or call toll-free:*



**[www.ThePerfectFit.ca](http://www.ThePerfectFit.ca) - 1-888-555-5555**