



MEDIA RELEASE
June 12, 2015

**A Business Start Up Program Aimed At Attracting Retirees And Nearly Retired Residents
In Windsor-Essex
Because
Retirement Isn't For Everyone
Presented By
WindsorEssex Economic Development Corporation and Small Business Centre**

Windsor-Essex County, Ontario, Wednesday, June 12, 2015 - The WindsorEssex Economic Development Corporation and the Small Business Centre will be presenting an information seminar for retired and nearly retired Windsor-Essex residents that may be interested in starting their own business. The WindsorEssex Economic Development Corporation is interested in developing a program aimed at providing information and support to retirees on how to start and sustain their own small business enterprises.

Sandra Pupatello, CEO of the WindsorEssex Economic Development Corporation said "Our keynote speaker, Wendy Mayhew is a successful Canadian Entrepreneur and Author. We know that Ms. Mayhew will be well received because she is known for her definite flair for helping first-time entrepreneurs establish successful businesses. The concept for our Encore Enterprise Program comes as a direct response to global statistics showing us that individuals are retiring earlier and then re-entering the workforce. Today, becoming a seniorpreneur can often be an opportunity to turn a personal passion into a viable business."

Sabrina DeMarco, Executive Director of the Small Business Centre added, "A growing number of workers age 50 + are turning interests, hobbies or skills into a small business and we see this at the Small Business Centre every day. Whether someone is interested in starting a small business right away or is intending to wait until after retirement, we can help them to explore the possibilities of turning their business ideas into a thriving business. The event on June 24th will be a pilot to see the level of interest from our region's retirees. Based on feedback we get from this event, we will use it to design and create a program ready to launch in the fall."

Event Details –Encore Enterprise Event is being held on June 24, 2015 from 8 am to 12 noon at the Fogular Furlan Club in the Dante Costa Hall, Registration is \$5 and includes a hot breakfast. Space is limited. For further details and to register <https://encoreenterpriseprogram.eventbrite.ca>

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