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FOR IMMEDIATE RELEASE

Welcome Wagon Celebrates 80th Anniversary!

The year 2010 marks 80 years of Welcome Wagon service in Canada. Celebrations will be held across Canada from March to June. Outstanding Representatives will be honoured at one of seven regional conferences. Also to be honoured are outstanding Welcome Wagon communities and local services and merchants who have been a part of Welcome Wagon's services from ten to eighty years.

Today more than 1,000 Welcome Wagon Representatives across Canada work within their local communities. A team of 19 field managers hire, train and guide them. From Head Office in Ontario, more than 30 employees coordinate the Welcome Wagon administrative support generated by representing over 13,000 businesses and visiting with more than 300,000 families individually each year.

Welcome Wagon has always been associated with the moving and relocation process, but the company also serves many other occasions and lifestyle changes. Special Events are organized for: brides-to-be, expectant mothers, grandparents, the semi-retired and retired. New mothers and their babies are visited in the hospital or at home. There are business-to-business presentations for executives and professionals when change and movement occur.

Welcome Wagon has much to celebrate during its 80th anniversary. Thirty years ago Welcome Wagon Ltd. became totally Canadian management-owned. Over the years Welcome Wagon has enjoyed hundreds of citations from civic officials and communities in recognition of its many services.



www.welcomewagon.ca



Welcome Wagon Celebrates 80th Anniversary

After 80 years, Welcome Wagon Ltd. (Canada) continues to pleasantly surprise hundreds of thousands of people across Canada welcoming them to new situations; powerfully promoting the businesses it represents, and progressively rewarding its many hundreds of Representatives.

Welcome Wagon enjoys strong national associations with many business groups, which include Canadian Council of Better Business Bureau, Canadian Chamber of Commerce, Canadian Marketing Association, Direct Marketing Association, Canadian Employee Relocation Council, and Rotary Clubs in many cities, to name a few.

Welcome Wagon presents information on public and community services and hospitals and introduces local merchants and services to new residents in a community, provides an important service for them and personalized promotion for the businesses involved. Each Welcome Wagon Representative and her decorated basket personify the concept of a caring community and local businesses. Their gifts, greetings, and invitations, delivered by her, say it tangibly. The token gifts Welcome Wagon brings may range from a loaf of bread to a magnetic note holder to a car wash. Local information may include maps, detail of garbage pick-up, library location and hours, places of worship, and hospital services.

Welcome Wagon Representatives across Canada work within their own local communities. A team of Field Managers hire, train and guide them. From the Head Office in Ontario, 30 employees coordinate the Welcome Wagon administrative support, which evolves from representing over 13,000 businesses and visiting more than 300,000 households individually each year.

Welcome Wagon is most widely recognized with the moving process, but the company also serves many other lifestyle changes. Special Events are organized for brides-to-be, for expectant mothers, and for grandparents and the retired/semi-retired. New mothers and their babies are visited in the hospital or at home. There are business-to-business presentations for executives and professionals when change and movement occur.

Thirty years ago, Welcome Wagon Ltd. became totally Canadian-owned when a group of Canadian Managers purchased it outright from the U.S. owners. The number of management shareholders continues to grow and the opportunity awaits others as they earn the privilege of ownership.

Welcome Wagon Ltd. is proud to say, after 80 years we are still going strong serving communities throughout Canada. Celebrations across Canada will take place in the spring of this year.

