

FOR IMMEDIATE RELEASE

When 50+ job-seekers go back to work, everyone benefits

Toronto company gets great employee in just 48 hours –happy employee loses 15 pound

Toronto, ON (January 15, 2007) - As the talent crisis becomes increasingly apparent, companies are turning to pools of talent they used to overlook – like people aged 50+. When they hire older workers, both employers and employees benefit, in ways they may never have anticipated.

Take Sparkle Solutions and Desmond Shutka, for example: “Last fall, we were desperate for a secure, safe and reliable driver to do route operations for our various laundry rooms across the city,” says Maurice Kagan, President of Sparkle Solutions, the fastest-growing laundry route operator and appliance company in Toronto. “We needed someone who was reliable, bondable, and had a flexible schedule. It was a perfect job for a retired policeman or security guard, but we had no idea where to find people like that – until we discovered Retired Worker.”

Kagan was impressed, not only with the high calibre of the applicants he received, but also with how quickly they applied. “We sent out the JobAlert at around noon on a Wednesday,” he says, “By mid-afternoon, we’d had more than 10 responses, all of whom would have been excellent candidates. We couldn’t believe the response.”

Within a few hours, Sparkle had arranged an interview for the first applicant, Desmond Shutka, a retired police officer. He was hired the next day, and started the following Monday. Kagan says it was the best hiring experience he’s ever had. “Not only did we find Des quickly and easily, but he’s proven to be a great addition to the team – I wish I had 10 more Desmonds!”

Sarah Welstead, co-founder and Managing Partner of Retired Worker, Canada’s first employment website for retired people who want to work on a part-time or contract basis, isn’t surprised. “More than 65% of hiring managers say that it’s harder to recruit for positions than it was just a year or two ago. Retired Worker gives them access to a tremendous new talent pool,” she says.

According to Statistics Canada, by 2011 there will be a workforce shortfall of more than 350,000 people in Canada alone, and more than 58% of recruiters say the ‘talent crisis’ is already here. “There are now more people retiring out of the workforce than there are younger workers entering it,” says Welstead. “Employers who used to resist hiring older workers are now realizing that they represent a great source of highly skilled, experienced and flexible employees that they simply can’t afford to overlook any more.”

And it's not just the employers who benefit. For many older workers, working confers benefits far beyond the monetary value of a paycheck. "Transitioning from the 50-hour workweeks of a pre-retirement career to the enforced leisure of retirement can be extremely alienating – and boring," says Welstead, 37. "Today's average 50+ retiree is far too young and vital to be playing bridge in Florida 12 months of the year. Taking on a part-time or contract position is a great way for older workers to continue to feel connected to society and the community."

Desmond Shutka knows first-hand about the benefits of working after retirement – his new job has helped him lose 15 pounds!

"When I saw the position advertised through Retired Worker, I knew it was something I wanted to do," says Shutka, who retired from the Toronto Police Force in 2005 but doesn't feel old enough to move to a condo in Florida and play bridge all day. "I had been looking for a job which kept me busy and had some flexibility – and that I would enjoy. The opportunity at Sparkle looked like a perfect fit." Even so, Shutka was surprised at how fast everything happened. "I applied on Wednesday and started the following Monday," he says, shaking his head. "I didn't think people got jobs that fast these days!"

Three months later, Shutka's had time to see an unexpected – but welcome – side benefit. "I've lost 15 pounds," he laughs. "During the first few months of my retirement, I had too much time to snack during the day. Now that I'm visiting various sites, driving throughout Ontario and visiting Montreal every so often, servicing and inspecting laundry machines, I'm in better shape than I was 10 years ago!"

About Retired Worker:

Retired Worker is the first employment website in North America for retired people who want to work on a part-time, temporary or casual basis. Launched in Toronto in October 2003, Retired Worker now has 22,000+ registered job-seekers across Canada. For more information, visit www.retiredworker.ca.

About Sparkle Solutions

Sparkle specializes in providing on-premise laundry services for apartment landlords and appliance sales to condominiums, apartment buildings, hotels and other large-scale facilities. With coin-operated machines or systems using the state-of-the-art SparkleXpress card-reading technology, Sparkle is Ontario's fastest-growing laundry systems solutions provider. For more information, visit www.sparklesolutions.ca.

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