

FOR IMMEDIATE RELEASE

Retirees return to the work force

Mother and daughter team launch first employment web site for retired Canadians

Toronto, ON (September 1, 2003) – Canada's growing number of retired workers looking for part-time, casual, or seasonal employment have a new web site they can turn to - www.retiredworker.ca

Retired Worker is an easy-to-understand web site, which allows users to point-and-click their way through a self-evaluation questionnaire on their skills and employers to post relevant jobs. The site automatically matches employers to potential employees. Candidates don't need a resumé or sophisticated searching skills, and employers don't have to wait weeks for responses, or find their in-boxes cluttered with hundreds of resúms.

More and more retired workers are looking to rejoin the paid workforce, especially as the age of early retirement continues to fall. Employers, meanwhile, want access to the experience and skills of retired people, but don't know how to find them.

"When you're used to doing something meaningful and then retire, you feel a void," says Linda Welstead, 62, mother and former teacher. "After I retired last year, I still wanted to use my skills and earn extra money, but not make work my life again."

It was Linda's retirement in 2002 that alerted her daughter Sarah Welstead, president of Toronto-based marketing company StayAwake, that there was no service for retired people who wanted to work on a casual basis. The mother/daughter team, along with Sarah's StayAwake partners, got inspired and decided to create Retired Worker to help Linda and other early retirees like her. With Internet use growing fastest among those 55 plus, a web site seemed like the fastest and easiest option.

"In most cases, when a niche like this is identified, it doesn't take long for a solution to appear, but few retirees have the advanced programming skills required to start a web site like Retired Worker," says Sarah. "This gave me a chance to provide a much needed service and in the process help my mom fill 'the void'."

Up until now, retired people looking for part-time or casual jobs had two options: headhunters or job boards like Monster or Workopolis. Headhunters are generally looking for 'grey hairs' (very senior executives to work on a consulting basis or on boards of directors) and job boards have a wider variety of jobs, but require advanced searching skills that people aged 55+ typically don't

have. What's more, headhunters and job boards require digital resumés – which many retired people don't have handy, since they haven't needed one in years.

Temp agencies are fine, but usually have junior-level workers. For the same hourly rate that temp agencies charge, retired workers deliver more.

Retired Worker is initially serving employment opportunities in the GTA and southeastern Ontario, however since anyone can sign up, ultimately Retired Worker will serve markets across Canada and the US. The first three months of membership are free for the retired workers, after which membership costs \$10 per month. Retired workers aren't bound to any kind of contract or commitment and can cancel at any time. Employers get their first three job postings for free, after which job postings cost \$50 each, and Retired Worker guarantees employers get at least 3 potential employee matches to a specific job posting – or the posting is free.

About Retired Worker:

Retired Worker is an online service that matches retired workers looking for part-time, casual, or seasonal employment with employers seeking reliable, professional and short-term help. It currently offers employment opportunities available in the Greater Toronto Area and southeastern Ontario, with plans to expand across Canada and the U.S. For more information, visit www.retiredworker.ca

-30-

Media requiring more information or an interview, please contact:

Linda Welstead
Director of Market Development, Retired Worker
416.466.7128
info@retiredworker.ca