



FOR IMMEDIATE RELEASE

Retired Worker unleashes pent-up demand

The first employment website for retired people continues to grow faster than predicted

Toronto, ON (December 10 2003) – Canada’s first employment website for retired people who want to work on a temporary, part-time or casual basis has more than doubled its membership in the past two weeks.

More and more retired workers are looking to rejoin the paid workforce, especially as the age of retirement continues to fall. Employers, meanwhile, want access to the experience and skills of retired people, but don’t know how to find them. But no one knew just how much pent-up demand there was for a resource like Retired Worker – by the beginning of December 2003, Retired Worker had already exceeded the goals it hoped to have met by February 2004. Quite an accomplishment for a site that’s barely 2 months old.

Retired Worker (www.retiredworker.ca) is the first employment website specifically designed for retired people who want to work on a part-time or temporary basis. Launched in October 2003, the site allows users to point-and-click their way to create a skills profile, 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 resumé’s.

“We knew that there were lots of retired people who wanted to work,” says Sarah Welstead, 34, Managing Director of Retired Worker and president of marketing company StayAwake, “but we had no idea that people would embrace Retired Worker as quickly as they have. People are telling their friends and family about Retired Worker – and word-of-mouth is very powerful.”

Sarah’s mother, who retired last year at the age of 62, was the inspiration for Retired Worker. ““When you’re used to doing something meaningful and then retire, you feel a void,” says Linda Welstead, a former high school teacher. “After I retired last year, I still wanted to use my skills and earn extra money – without making work my life again – but most employment websites target younger people looking for full-time, ‘career’ jobs.”

The mother/daughter team, along with Sarah's StayAwake partners, decided to create Retired Worker to help Linda and other early retirees like her. With Internet use growing fastest among those 55 plus, a website 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'."

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 focused on employment opportunities in the GTA and southeastern Ontario, but the site has already grown beyond its original borders, and now has members signed up from all over Canada and the US. Retired workers can sign up for free, aren't bound to any kind of contract 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

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Media requiring more information or an interview, please contact:

Sarah Welstead
Managing Partner, Retired Worker
416.466.7128
info@retiredworker.ca