



City of Reidsville Press Release – Release Date November 20, 2017

Reidsville awarded AARC Seal of Approval

The City of Reidsville stands in a class by itself among North Carolina Certified Retirement Communities.

Reidsville is the only City in the State to receive the coveted American Association of Retirement Communities' "Seal of Approval".

The award was presented to City Marketer Judy Yarbrough Thursday, November 16, at the Annual AARC Conference in Wilmington.

AARC, a not-for-profit professional organization established in 1994, supports the efforts of states and municipalities, community developers and for-profit businesses who market to retirees. A recognized thought-leader and center of research, AARC provides innovative ideas from the people and organizations driving success and change in the retiree attraction industry.

The Seal of Approval program recognizes those communities who have made a commitment, both in "hard" amenity offerings and "soft" programs, to offer a "best in class" lifestyle for its retirees. The program has also been used to help differentiate between those communities seeking retirees as the AARC endorsement has helped raise the stature of retiree attraction marketing for those communities receiving the Seal of Approval.

Only 28 such Seals of Approval have been awarded by the AARC across the United States, lending national recognition of Reidsville's qualities to attract retirees.

"This is just another wonderful accolade for our Certified Retirement Community program," said Mayor Jay Donecker. "As the only City in the State of North Carolina to receive this award, we believe this honor reflects the high quality of living that can be found here in Reidsville, especially for our retirees."

Reidsville has been a Certified Retirement Community since 2015, only one of 17 cities currently in the State. To receive this certification, a municipality must meet strict criteria with offerings that appeal to those looking to retire and beginning the next phase of their journey as



ACCEPTING the coveted award is City of Reidsville Marketer Judy Yarbrough, center, along with Andre Nabors of Visit NC and Raymay Winchester with Retire Tennessee.

they seek to relocate. Among the factors taken into consideration are affordability, cost of living, healthcare, continued education, lifestyle and a sense of community.

As a Certified Retirement Community, Reidsville staff travel with the State promoting the City and its attributes.