

For Immediate Release

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## Welcome Neighbor Celebrates 50,000 New Homeowner Visits

CHADDS FORD, PA – January 21, 2020

Welcome Neighbor, Brandywine Valley’s welcome service to new homeowners, is thrilled to announce its 50,000<sup>th</sup> welcome visit to Rhonda Cohen! She was visited by Sherlynn Aurelio.

Since the visit, Rhonda has joined Sherlynn’s local mah jong group and has made new friends as part of the group. She had just moved from Delaware.

Rhonda loved the visit and will enjoy using the gifts from the many local businesses presented during the visit, from restaurants, auto repair, pet services, Crozer-Keystone Health Care System, dentists, interior designers and services such salons and day spas, as landscapers lawn services, financial advisors and insurance agents.

The Welcome Neighbor personal visit carries on the great tradition of the welcome wagon, begun over 100 years ago. The welcome wagon would come right to their new home and a greeter would personally come to their home with their pretty decorated basket and a welcome smile and handshake. The “no strings” gift certificates were usually accompanied by a small welcome gift from each of the local businesses who are part of the program. And Welcome Neighbor is still doing it today! The personal touch is warmly welcomed. And the businesses are vetted by Welcome Neighbor and given our “Seal of Approval” as participants.

In addition to the good will shown by the business sponsors’ gifts, Welcome Neighbor greeters introduce the community and its resources, such as parks, the local library, trails and playgrounds, and whatever other needs the new homeowner may express interest in such as sports programs for their children.

We help the new homeowners keep connected with our “Treasures of the Brandywine Valley,” our hyperlinked map of great places to “recreate,” and our monthly e-newsletter called Neighborly News, full of events, a recipe, restaurant review, and timely articles with links to pursue further. The e-newsletter also features a hyperlinked list of our sponsors, so a quick click goes to their websites or Facebook pages. And Welcome Neighbor’s website provides all the township and borough information for the places where we visit, and many links to tourism resources in “the Valley.”

