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**FOUR COUNTIES JOIN STATE'S RETIRE TENNESSEE PROGRAM**

*Anderson, Carter, Sumner and Unicoi Counties align with 15 established communities*

**NASHVILLE** – Tennessee Department of Tourist Development Commissioner Kevin Triplett announced today the addition of Anderson, Carter, Sumner and Unicoi counties to Retire Tennessee, the state's retiree recruitment marketing program, bringing the total number of active Retire Tennessee counties to 19.

"It's great to officially add four new counties to this important state program," Triplett said. "Tennessee has much to offer people making retirement decisions based on quality of life and cost-of-living. Our state has the lowest cost-of-living in the Southeast and second lowest in the nation, no state income tax and low property tax. Add to that, the state's breathtaking scenic beauty and unparalleled hospitality, and it's only natural Tennessee would rank high among the population relocating after retirement."

The four counties join Cumberland, Franklin, Hamblen, Hamilton, Hardin, Jefferson, Loudon, Maury, Putnam, Rhea, Roane, Robertson, Sullivan, Warren and White counties as Retire Tennessee counties. Now in its ninth year, Retire Tennessee inspired more than 10,000 inquiries from potential retirees last year. Tennessee is one of only four states with retiree recruitment as a formal program and continues to gain momentum as a potential retirement destination for more than 78 million baby boomers.

The Retire Tennessee program, which was recently moved from the Department of Economic and Community Development to the Department of Tourist Development, recognizes that many retirees begin as tourists, visiting a community three to five times before making a relocation decision.

"We are excited for Anderson County to be a part of the state sponsored Retire Tennessee program," said Anderson County Mayor Terry Frank. "The exposure we receive through these marketing efforts by the Anderson County Tourism Council will be a boost to our local economy. Retire Tennessee is an important part of our organized effort to increase residential development in Anderson County and thereby increase our tax revenues and quality of life. Retirees add so much to the fabric of a community that this program is an all-around win."

Unicoi County Mayor Greg Lynch stated, "Through the Joint Economic Development Board of Unicoi County's alliance with Retire Tennessee, our communities can showcase our affordable, genuine small town quality of life and Appalachian mountain beauty as the perfect place for retirees to slow down, relax, and experience the outdoors, all right off I-26 in the Northeast Tennessee metro region. Retire Tennessee's expertise will benefit us greatly as we seek residents who will bring their energy to the entire community as they volunteer, share their skills, and support the local economy."

“We are very pleased for Carter County to be a participant county in the state-sponsored Retire Tennessee program,” said Tonya Stevens, executive director, Carter County Chamber of Commerce. “We value the opportunity to join with Retire Tennessee to promote the beautiful place we call home and welcome retirees to come experience all of the beauty of our county. Understanding that there is an economic impact for Carter County; we are excited for the potential boost to our local economy and are encouraged to see growth in our county.”

Sumner County Executive Anthony Holt stated, “We are excited and pleased to join the outstanding Retire Tennessee program. The intentional recruitment of retiree’s into our Sumner County cities will bolster the local economy but just as importantly retiree’s offer a richness and depth of life experiences which help make great communities.”

Ramay Winchester, Retire Tennessee director, said, “The numbers of inquiries to Tennessee from advertising and expos were at a high this past year. The attendance at the Ideal Living Resort & Retirement Expos set new records. Carefully chosen expo locations in New York, New Jersey, Illinois and greater Washington, D.C. were the best attended. Interest in Tennessee is up 22 percent compared to 7 percent eight years ago.”

For more information on the Retire Tennessee program, please visit [www.retiretennessee.org](http://www.retiretennessee.org).

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