

**FOR IMMEDIATE RELEASE:** September 30, 2020

Karen Shinn, Co-Founder

Downsizing Diva

416-757-0319

Karen@downsizingdiva.com

## **Downsizing Diva is... UPSIZING!**

**TORONTO, Ontario.** Downsizing Diva and Red Coats Moving Solutions have officially partnered in a strategic move to consolidate the two premier Canadian Senior and Specialized Move Management companies.

With over 1,000 Canadians turning 65 every single day, Downsizing Diva and Red Coats Moving Solutions will continue to provide much-needed services and support for older adults who are downsizing, organizing, aging-in-place, moving and clearing estates.

For almost 20 years, Downsizing Diva and Red Coats Moving Solutions were friendly competitors; now, Red Coats has joined the Downsizing Diva group where the skills, experience and reputations of both companies will be harnessed to provide trusted and safe transitions.

Downsizing Diva will also provide specialized move management services for other segments of the population. From decluttering a house to sell, to helping divorcing couples navigate the downsizing process to managing the merging of multi-generational households... the Divas are up to the task.

***"I was ready to retire and couldn't think of a better company than Downsizing Diva to work with to carry on the Red Coats tradition of providing outstanding client service and attention to detail."*** says Red Coats Founder, Vickey Riley Keyes. ***"I know I've entrusted my company to the right people because they share my values, commitment and work ethic."***

***"We are excited to take the best of both companies and set the bar even higher in terms of the care, respect and consideration we have for each person we help."*** says Gail Shields, Downsizing Diva Co-Founder. ***"These are changing times and Downsizing Diva will continue to adapt and provide the support needed during often-overwhelming times of transition."***

At a time when many of their friends have retired, Gail and Karen continuing their adventure. In May 2019, they bought their company - Downsizing Diva - back from their previous partners and with a new Management Team in place, they were ready to merge with Red Coats to become the **# ONE** Senior/Specialized Move Management company in Canada.

With extensive COVID-19 protocols in place, Downsizing Diva will provide outstanding move management services to current and new customers. This strategic acquisition for Downsizing Diva creates momentum and visibility for the Diva brand which they are franchising across Ontario and the rest of Canada.

**About Red Coats:**

*Red Coats, a pioneer in the senior move management industry, has helped over 2,500 families downsize and transition to new homes since 2004. Their trademark 'red coat' is a sign of their professionalism and high level of personal service and respect for their clients. Red Coats Moving Solutions was the first Canadian NASMM member – National Association of Senior Move Managers.*

[www.redcoatsmoving.com](http://www.redcoatsmoving.com)

416-920-1317

**About Downsizing Diva**

*Since 2001, Downsizing Diva has been helping older adults downsize, organize, move and clear estates. This work can be emotional and overwhelming; the Divas work with care, compassion and comedy! In 2018, Downsizing Diva was presented the NASMM Margit Novack Award for Excellence in Senior Move Management.*

[www.downsizingdiva.com](http://www.downsizingdiva.com)

647-341-3482 (DIVA)

-30-

**Downsizing Diva + Red Coats Moving Solutions**

*Canada's most experienced and trusted Move Management Company*



We are good to go!

L to R: Karen Shinn, Co-Founder, Downsizing Diva; Vicky Riley Keyes, President, Red Coats and Gail Shields, Co-Founder, Downsizing Diva celebrate the start of something BIG!