

CENTURY 21 offices spearhead food drive effort

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Halifax, NS - In a joint effort, CENTURY 21 Team One Realty Inc., CENTURY 21 Trident Realty Ltd., and CENTUM Mortgage Team Inc., collected two pallets full of tuna in the month of December for FEED NOVA SCOTIA, official food bank for the province.

"2100 Tins of Tuna in 21 days by the 21" food drive, which kicked off end of November, brought in a whopping 4,239 tins of tuna by December 21st and up to a grand total of 4,287 by New Year's Eve.

"On December 21 we were thrilled to deliver 4,239 tins of tuna to FEED NOVA SCOTIA's warehouse in Halifax with the CENTURY 21 Team One Realty Inc. smart car. The presentation was made by representatives from all three of the companies," says Sandra Johnson, Business Development Manager at CENTURY 21 Team One Realty Inc. "It was a great success and we are already making plans for next year's event!"

"This food drive started from a weekly staff meeting but it quickly took on a life of its own," says Johnson. "We discussed a number of different ways to give back to the community but the one that seemed to appeal to everyone was assisting FEED NOVA SCOTIA. Through some research we found out that the number one item on their wish list is tinned meat and fish, so rather than collecting tin food in general, we decided to concentrate on just one item. Somehow, the idea of collecting something specific – tins of tuna – and achieving a very specific goal appealed to people," she adds.

Fundraising activities started on November 30 which included an in office Christmas decorating party with cider and cookies and a hotdog barbecue in the office parking lot.

"In spite of the cold and snow, we had a great barbecue. We invited the neighbourhood as well as past and present clients and suppliers. We even had kids from the local school come with their tins of tuna. In exchange for a tin of tuna, each guest was treated to a hot dog and pop which were courtesy of a local grocery store," says Johnson.

"We received tremendous support from the community. 2100 tins of tuna received free promotion from a local radio station during their morning show, The Chronicle Herald provided ad space in kind, Axxes Media donated a huge banner for the side of our building, O'Regans Mercedes Benz dealer lent us the use of a smart car, and our other suppliers made large donations of tins of tuna. In addition, staff and agents from all three offices canvassed their neighbourhoods and collected tins from contacts and other spheres of influence"

"We approached some of the businesses that we work with and asked them to provide us with Tuna rather than bringing in to our office the "traditional" chocolates, small gifts etc. that they would normally do at Christmas time. It was very well received and we look forward to doing it again in 2008. I would like to take this opportunity to thank Sobeys who made sure that they had

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an ample supply of Tuna. Thanks to all our agents for their efforts for such a worth while cause," says Marg Bowlen, co-owner of CENTURY 21 Trident Realty Ltd.

"CENTURY 21 Canada congratulates CENTURY 21 Team One Realty Inc. and CENTURY 21 Trident Realty Ltd. for this great community initiative. The tremendous work they have done truly exemplifies the CENTURY 21 Gold Standard," says Brian Rushton, Senior Vice President, Franchise Sales and Development of CENTURY 21 Canada.

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For more information, please contact:

Century 21 Canada Limited Partnership
700 – 1199 West Pender Street
Vancouver, BC
V6E 2R1

E-mail: press@century21.ca
Main: 604-606-2100; in Toronto: 416-491-6232
Fax: 604-606-2125; in Toronto: 416-497-2200