

FOR IMMEDIATE RELEASE

President and CEO of Century 21 Real Estate LLC Climbs 30,000 Feet for Kids

The President and CEO of Century 21 Real Estate LLC, Rick Davidson has embarked on an expedition to climb mountains in Alaska in an effort to raise money for Easter Seals.

Between July 3 and July 11, 2011, Rick Davidson will join a team of climbers in an attempt to raise \$30,000 by ascending 30,000 feet on multiple peaks in the Alaska Range. The team will do up-and-back climbs of Mount Eldridge and Explorers Peak with a third peak, yet to be determined. The choice will depend on weather conditions and the climbing team's aptitude.

Davidson, 51, began climbing 15 years ago, and realized he could use his passion to raise funds for deserving charities like Easter Seals. He has scaled most of the peaks in Oregon and Washington, and has climbed in Mexico and Spain. This will be his first climb in Alaska.

The team flew to Anchorage on July 3, then drove two hours to the town of Talkeetna, which is the departure area for climbs throughout the Alaska Range. Practice sessions for knots, prussiks, tie-in to a climbing rope, and prussiking crevasse self-rescue will take place to ensure they are ready for the massive Eldridge Glacier.

The goal is to raise \$1 for every vertical foot that the team makes. Their efforts are tracked each day on www.facebook.com/Century21.

Easter Seals has been helping individuals with disabilities and special needs, and their families, live better lives for nearly 90 years. From child development centers to physical rehabilitation and job training for people with disabilities, Easter Seals offers a variety of services to help people with disabilities address life's challenges and achieve personal goals. In Canada, more than 100,000 Canadians and their families annually access programs and services provided by Easter Seals organizations across Canada.

Century 21 Real Estate LLC has been a proud supporter of Easter Seals since 1979. CENTURY 21 internationally has raised nearly \$102 million for families at Easter Seals.

About Century 21 Canada Limited Partnership

Century 21 Canada Limited Partnership (Century21.ca) is a real estate franchisor with exclusive rights to the CENTURY 21 Brand in Canada. With more than 121,000 sales professionals in approximately 7,700 independently owned and operated franchised broker offices worldwide, the CENTURY 21 System is the world's largest residential real estate sales organization, providing comprehensive training, management, administrative and marketing support for its members in 72 countries and territories worldwide. As an exclusive Sponsor in the real estate category of the AIR MILES® Reward Program, only the CENTURY 21 organization in Canada can offer customers reward miles on real estate transactions.

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