

FOR IMMEDIATE RELEASE

President of CENTURY 21 Canada Takes the Plunge for Kids with Disabilities

CENTURY 21 Canada President, Don Lawby is taking the Easter Seals Drop Zone plunge by rappelling down the side of a skyscraper to raise funds for the Easter Seals Kids to Camp program.

With an incomprehensible fear of heights, Don has committed to dropping down the side of an office building in the province where the most money is raised by Century 21 System members (highest amount raised per System member, within a province). Don will face his fear in 2011 so that children with disabilities will have a chance to attend one of 15 Easter Seals Camps in Canada. "Children with disabilities overcome challenges every day in their lives, so the least I can do is to overcome my fear of heights" admits Don.

CENTURY 21 Canada launched the CENTURY 21 Kids to Camp fundraising initiative in 2008. With every \$2100 raised, CENTURY 21 Canada System members are able to send a disabled child to camp. The summer camps have what you would normally expect: camp fire stories and songs, swimming, kangaroo court and even, a climbing wall, high rope course and a giant swing – all fully accessible to kids with disabilities. The facilities are designed to ensure that everyone, no matter their disability, has the support they need to have the time of their lives, gain confidence and a sense of independence, challenge themselves and cultivate meaningful friendships.

Since 2008, CENTURY 21 Canada System members have sent 558 children with disabilities to an Easter Seals Camp where they were asked to get out of their comfort zones, overcome their fears and try new things. CENTURY 21 System members have challenged themselves to change a child's life through the Drop Zone fundraising event where ordinary people are given an extraordinary opportunity to enrich their community and achieve personal goals. "It's easy to write a cheque, but it takes a lot more to be active. If by doing the Drop Zone, I can get other people to write cheques, then that's what it's all about. I can't stand back and promote a charity like Easter Seals; I need to get involved," says Don.

Easter Seals Canada is a registered charity that is dedicated to serving children, youth and adults with disabilities, striving to ensure that no one is left behind. 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. In 2009, \$2.1 million was raised for Easter Seals by Century 21 Internationally.

To help push Don over the edge or to learn more about the Easter Seals Drop Zone fundraiser please visit <http://bit.ly/d7tNxx>

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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