

FOR IMMEDIATE RELEASE

Facing Fears to Send Kids with Disabilities to Camp

CENTURY 21 Canada President, Don Lawby will take a 20 storey plunge at the Easter Seals Drop Zone event in Regina.

Regina, SK, Wednesday, August 24, 2011 - At 10:30 am on Saturday, August 27th 2011, the President of CENTURY 21 Canada, Don Lawby, will conquer his fear of heights and climb over the ledge before lowering himself down Regina's iconic Hill Centre Tower II in the Easter Seals Drop Zone challenge. "My heart races and my palms begin to sweat when I think about what I have to do," says Lawby. "But I'm committed to climbing over that edge and help some kids go to camp."

The Easter Seals Drop Zone event offers ordinary people an extraordinary opportunity to enrich their community and achieve personal goals. The annual event raises funds for Easter Seals™ programs, such as the fully accessible Easter Seals camps. The focus of these programs is to foster independence, self-confidence and create access to recreational opportunities for children with disabilities. "The Drop Zone is a unique opportunity for individuals to challenge themselves while helping to raise dollars for children with disabilities in our community," says Karen Moore, Regional Director of the Saskatchewan Abilities Council, which operates Easter Seals in Regina.

In 2008, CENTURY 21 Canada created the Kids to Camp program, which raises funds to send children with disabilities to Easter Seals camps across the country. Since its inception, 558 children have been given the opportunity to experience a summer at camp. "For 30 years I've been promoting Easter Seals and their cause and it's now time for me to take action," says Lawby. "I am personally sending a child to camp in Saskatchewan, my home province, and I'm rappelling so that even more children can experience these great camps."

"CENTURY 21 is a major supporter of Easter Seals and we are delighted to have Don and his team participating in this year's event," "Every day children with disabilities have to come out of their comfort zone and that is exactly what we ask the amazing participants of this event to do." adds Moore.

Don's goal is to try and give as many children with disabilities as possible the chance to have fun at an Easter Seals Camp, which is fully accessible to all persons with disabilities. Children with disabilities face challenges each and every day, so what's a little fear if it gives a child lasting memories?

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Contact:

Nadège Parent

Director, Communications and Marketing

CENTURY 21 Canada

Ph: 604.606.2133

Email: nadege.parent@century21.ca