

FOR IMMEDIATE RELEASE

CENTURY 21® Capped Crusader Takes the Plunge in Ottawa

Ottawa, ON, November 4, 2011 – Ralph Shaw, owner of CENTURY 21 Explorer Realty rappelled down an 18 storey building in Ottawa in an effort to raise funds for Easter Seals™ Kids to Camp.

On September 26, Ralph donned a black CENTURY 21 flag and his gold jacket to rappel down the north tower of the Delta Ottawa Hotel & Suites. Ralph personally raised about \$2500 in only a few short days in order to participate.

"I heard about Drop Zone during the CENTURY 21 Canadian Conference in Edmonton a few days before," says Ralph. "One of my agents thought it would be something great to participate in and signed me up."

Ottawa's Easter Seals Drop Zone raised \$127,673, surpassing their goal of \$125,000. All proceeds from the event went towards helping Ontario's families of kids with physical disabilities, including sending kids to a fully accessible Easter Seals summer camp.

"It was an amazing experience and I'm so glad I was able to participate," says Ralph. "We have a very close connection with one of the camps near our office."

Ralph adds that the biggest rush of the event was the moment he went over the ledge of the building. "There's a second where you wonder if the harness is going to catch you, but of course it does," says Ralph.

"We'd like to congratulate Ralph Shaw for taking the plunge in Ottawa," says Brian Rushton, Senior Vice President of Operations at CENTURY 21 Canada. "Because of CENTURY 21 'superheroes' like Ralph, more children with disabilities will be able to experience something special."

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. With every \$2100 raised, CENTURY 21 Canada System members are able to send a disabled child to camp. Since its inception, over 550 children have been given the opportunity to experience a summer at camp.

Easter Seals camp programs serve more than 6,000 children with disabilities annually at locations across the country. For more than 30 years CENTURY 21 Real Estate Professionals have been supporting children living with disabilities across Canada. For more information, visit <http://century21.easterseals.ca/>

About Century 21 Canada Limited Partnership

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