

CENTURY 21 Canada Congratulates Carl Oake on his Fundraising Initiatives

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CENTURY 21 Canada is pleased to recognize the fundraising accomplishments of Carl Oake, owner and broker of CENTURY 21 United Realty Inc. Oake organizes an annual swim-a-thon fundraiser for Easter Seals that has raised \$550,000 since its inception in 1987. Oake is proud of both their dollar results, and of the fact that CENTURY 21 United Realty Inc. is helping the community. "It's been really rewarding to see some of the Easter Seals kids jump right into the pool. It's amazing how Easter Seals can help people live a normal life—their confidence level is raised and they are given more independence."

After dislocating a knee just over twenty years ago, Oake took up swimming as rehabilitation; out of his first leap into the pool was born this annual fundraiser. Teams of swimmers collect sponsorship money for swimming laps in the local YMCA pool, and all proceeds are donated to charity. The event has drawn in up to 150 swimmers into the pool for an event and has involved up to 10,000 pledges in a given year, raising \$46,000 in 2007, his biggest year.

Because of the growing administrative tasks involved in putting on an annual event of this size, the event's administration has recently been taken on by the Peterborough Rotary Club. It will receive 75 per cent of the proceeds for the efforts, with the remaining 25 per cent going to Easter Seals.

"The Rotary Club is a huge help," admits Oake. "We're at the point where it's become a major event—Our pledge sheets are two to three inches thick by the start of the event."

Oake is pleased to declare that "almost everyone in the office is hands-on in their participation—raising money, helping out and swimming. There is a lot of hands-on activity the day of." His office also receives a lot of help from community sponsors, including energy bars from Quaker Oats, drinks from Gatorade, and coffee and donuts from Tim Horton's.

The next fundraising swim will take place at the Peterborough YMCA on March 6, 2009. Oake is also thankful for the support shown each year by the YMCA. He trains intensely for months prior to the event, and his training program began in earnest at the beginning of October so that he can swim between 110 and 120 lengths in his allotted hour swim-a-thon hour.

CENTURY 21 Canada is a proud Easter Seals sponsor, and applauds individuals and offices striving to make a difference in the lives of adults and children living with disabilities.

"We would like to congratulate Carl on what he has done, both in and out of the pool," says Brian Rushton, Senior Vice President, Franchise Sales and Development. "His dedication to fundraising and the community truly exemplify the CENTURY 21 Gold Standard."

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