

CENTURY 21 KICKOFF in Ninth Consecutive Year

FOR IMMEDIATE RELEASE:

February 4, 2008

Toronto, ON – CENTURY 21 Canada hosted an outstanding Kickoff 2008 at the Toronto Congress Centre on February 4, 2008, making the annual event another raving success amongst attendees. For its 9th consecutive year, KICKOFF attracted over 1,200 industry professionals from all across Ontario, including CENTURY 21 System members and other real estate brand associates, making it one of the largest real estate events in the GTA.

Crowds walked “The Road to Success”, theme of this year’s event, into the Supplier Expo and networked over coffee. As speakers readied to take the stage, President of CENTURY 21 Canada, Don Lawby, opened the ropes and attendees rushed to get the best seats, filling the venue to standing room only.

This year’s featured keynote speakers were Mike Ferry who has repeatedly been recognized by the National Association of Realtors as one of the most influential people in the entire real estate profession, and Catriona Le May Doan, the fastest woman on ice and Gold medal Olympian.

Catriona opened the day by sharing her Olympic experience and how she found the inspiration and motivation to continually exceed her own personal goals. Mike Ferry’s expertise on sales techniques and trademark career coaching brought the crowd to its feet.

Over 40 exhibitors took part in this year’s half day event, many of whom contributed fabulous gifts to the prize-draw. Several lucky attendees walked away with hundreds of dollars of prize-value in their day’s winnings which included GPS systems and digital cameras.

Three lucky winners took home grand-prizes of 2,000, 3,000 and 5,000 AIR MILES® reward miles, proudly sponsored by CENTURY 21 Canada.

Century 21 Canada Limited Partnership is a real estate franchisor with exclusive rights to the CENTURY 21 brand in Canada and is part of the world's largest residential real estate sales organization. CENTURY 21 Canada provides comprehensive training, management, administrative and marketing support for the CENTURY 21 System, which is comprised of more than 8,300 independently owned and operated franchised broker offices in 56 countries and territories, with more than 143,000 sales representatives worldwide. CENTURY 21 Canada is the only organization to offer customers AIR MILES® reward miles on real estate transactions.

For more information visit the award-winning CENTURY 21 website at www.century21.ca.

For more information, please contact:



News Release

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