

PASSION FOR THE CAUSE SUPERSEDES DEMANDING REALTOR® SCHEDULE

TORONTO, October 21, 2009 – Royal LePage real estate agents and brokers across Canada are so dedicated to their charity, the Royal LePage Shelter Foundation, that despite their busy schedules, they're taking the time to give back. The 2009 Royal LePage Headstart Conference in Penticton, British Columbia and the 3rd Annual Shelter Gala in Toronto, Ontario raised over \$130,000 for women's shelters and violence prevention and education programs.

The fundraising began at the Headstart networking event from September 23 to 25. Throughout the event, the Shelter Foundation stayed top-of-mind as agents and brokers found creative ways to make a difference. Events and activities included a luau, with prizes for the most outrageous Hawaiian costume, auctions and a boat cruise, raising \$57,000 over the three-day period.



Headstart Conference attendees enjoy a group hug with Royal LePage President and CEO Phil Soper (middle)

On the 3rd of October, over 400 real estate agents and business professionals once again opened their hearts and wallets at the 3rd Annual Shelter Gala. Host Erin Davis of CHFI and the 14-member band Community Soul Project kept many hips shaking and the overall mood lively. Guests tried their luck at winning a variety of live and silent auction items, including a fabulous Cartier watch, a trip to Paris and a chance to dine with Royal LePage Real Estate Services' President and Chief Executive Phil Soper.



Shelter Gala host, CHFI's Erin Davis poses with Community Soul Project, the featured entertainment of the evening

When Rose, a survivor of domestic violence, courageously shared her story of survival, guests were overcome with emotion, rising to their feet for a standing ovation. After 13 years of living with abuse, Rose slept through the night for the first time at a women's shelter. Six months later, she used an interest-free loan to move out on her own with her three children. She credits the Royal LePage Shelter Foundation with saving her life.

As the most successful Shelter Gala to date, the event broke last year's fundraising records by 40%, raising close to \$80,000. The event would not have been possible without the generosity of our sponsors: TD Canada Trust, MasterCard, Brookfield, UniqueHomeSites, Advance Commission Company of Canada, Canon, Imprev, Royal LePage Signature Realty, Teldon Media Group, Royal LePage Realty Plus, Martin K.I. Rumack, Colour Tech Marketing Inc., and Shapiro Cho. We would also like to extend our appreciation to the Shelter Gala Committee, our volunteers and our guests for all their support.

Thanks to special events like Headstart 2009 and the 3rd Annual Shelter Gala, and generous commission donations from our REALTORS® across the country, we are able to help more than 30,000 women and children each year in 150 women's shelters.

About the Royal LePage Shelter Foundation

The Royal LePage Shelter Foundation has raised more than \$9 million to become Canada's largest public foundation dedicated exclusively to funding women's shelters and violence prevention programs. Because all of the Foundation's administrative costs are underwritten by Royal LePage, 100% of all donations go directly to helping 30,000 women and children across Canada each year.

For more information visit www.royalpage.ca/shelter

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