



For immediate release

**RE/MAX Hallmark Realty Ltd. supports breast cancer research and treatment through fifth annual ‘Yard Sale for the Cure’ event**  
*‘Clutter fights Cancer’ with your support*

**Toronto, ON (April 22, 2009)** – RE/MAX Hallmark Realty Ltd. will join thousands of Canadians for the fifth annual ‘Yard Sale for the Cure’ on Saturday, May 30<sup>th</sup>, 2009. The massive, nationwide event, sponsored by RE/MAX, will raise funds to support breast cancer research and treatment.

RE/MAX Hallmark Realty Ltd. will host their event from 8:00 a.m. onwards at their offices located at 2237 Queen Street East, 3434 Yonge St. and 724 Pape Avenue in Toronto. Everyone is welcome to come out and shop to support this great cause. One hundred per cent of the funds raised will support breast cancer research and patient care in local treatment centres.

“By hosting a ‘Yard Sale for the Cure,’ we’re not only contributing to a worthy cause, but bringing the community together,” says, Cindy Shanks, Sales Representative, RE/MAX Hallmark Realty Inc. “Thousands of Canadians are affected by breast cancer each year and that knowledge motivates everyone to get involved in this event. ‘Yard Sale for the Cure’ is the perfect opportunity to turn unwanted items into much needed donations.”

RE/MAX has been involved with the Canadian Breast Cancer Foundation since 2004. The company has introduced a number of initiatives geared toward raising funds for breast cancer research and treatment in recent years, including “Sold on a Cure,” a program that allow realtors to make a donation to their local CBCF chapter every time they sell a home. ‘Yard Sale for the Cure’ is yet another way RE/MAX and its sales associates give back to their communities throughout the year. Close to 50 offices from coast-to-coast will participate in the event.

“We’re proud to continue supporting breast cancer initiatives such as ‘Yard Sale for the Cure,’” says Christine Martysiewicz, Director of Public Relations, RE/MAX Ontario-Atlantic Canada. “Each year, the event gains greater momentum within the RE/MAX organization. What started as a small local fundraiser in 2005 is now a massive national yard sale, thanks to the committed RE/MAX broker-owners, sales associates, and support staff who have been working tirelessly to ensure the success of this event. ‘Yard Sale for the Cure’ has raised over \$450,000 to date, taking one step closer to a future without breast cancer.”

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**RE/MAX** is Canada's leading real estate organization with over 17,000 sales associates situated throughout its more than 670 independently-owned and operated offices across the country. The RE/MAX franchise network, now in its 36<sup>th</sup> year, is a global real estate system operating in more than 70 countries. Over 6,800 independently-owned offices engage nearly 100,000 member sales associates who lead the industry in professional designations, experience and production while providing real estate services in resident, commercial, referral, and asset management. For more information, visit: [www.remax.ca](http://www.remax.ca)

**'Yard Sale for the Cure'** is a charitable organization founded in 2005 by breast cancer survivor Rachael Smith and her husband Andrew Howard. The organization is dedicated to helping raise money for breast cancer research and treatment by working with residents in neighbourhoods across Canada to host yard sales. 'Yard Sale for the Cure' started as a Toronto Beaches community yard sale and in its first two years has raised more than \$150,000 for breast cancer research and treatment. Now in its fifth year, Yard Sale for the Cure has become a national charity that encourages everyone to join in the fundraising campaign. Whether Canadians are hosting a sale or shopping at a number of them – they will be contributing to truly making a difference. For more information, visit [www.yardsalefortheure.com](http://www.yardsalefortheure.com).

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