

# NEWS



**Prudential**  
**California Realty**

## **FOR IMMEDIATE RELEASE**

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### **California company's 36 Offices to donate time and resources on March 6th for companywide 'Giving Day'**

*'100% of our offices will participate to lend a hand to those in need right  
in our back yard'*

**Pleasanton, Calif. – February 23, 2010** – All 36 offices of Prudential California Realty and their sister company Prudential Nevada Realty's will donate time and resources to complete designated projects for some 30 charities in their local communities for the company's first annual companywide "Giving Day" on Saturday, March 6<sup>th</sup>.

"Our 36 offices have been tasked with choosing a project in which everyone can participate, and each office has partnered with a local community organization for that day," said Kathy Ollerton, Director of Charities and Training for Prudential California/Nevada Realty. "We are pleased to say that we have achieved 100% participation from our offices."

Ollerton would like to see other California businesses follow suit and have their own Company Giving Day. "Can you imagine the number of hours, the purposeful use of human resource and the dollars that would be generated and put back into our neighborhoods if every company had a Giving Day? It would offset many of the deficits we are facing in today's economy. It would inspire the down-hearted and connect and unite the many."

Here is the list of projects Prudential agents and their families and clients will participate in on March 6<sup>th</sup>:

<b>City</b>	<b>Projects:</b>	<b>Objective</b>
<b>California</b>		
<i>Oakland</i>	<i>Rebuilding Oakland Together</i>	Rehabbing an Oakland home
<i>San Francisco</i>	<i>Aids Memorial Garden project</i>	Gardening and clean up
<i>Antioch</i>	<i>Love a Child Project</i>	Donate clothes, toys, food for kids
<i>Burlingame</i>	<i>Call Primrose</i>	Coat and food drive
<i>Danville</i>	<i>BlueStar Moms</i>	Send supplies to our service men/women
<i>Daly City</i>	<i>Senior Helping Hand Day</i>	Handy-man fixes, yard maintenance
<i>Castro Valley</i>	<i>American Institute of Cancer Research</i>	Fundraiser for research
<i>El Cerrito</i>	<i>Great Interfaith Program</i>	Feeding and tutoring homeless
<i>Elk Grove</i>	<i>Elk Grove Parks and Recreation</i>	Refurbish the park by painting, weeding
<i>Fremont</i>	<i>OneChild</i>	Clothing and school supplies for kids
<i>Sebastopol</i>	<i>Haiti Relief</i>	Disaster relief
<i>Oakland</i>	<i>The Grand Lake Guardians</i>	Cleaning up the area around the Lake
<i>Healdsburg</i>	<i>Doctors without Borders</i>	Fundraiser for the doctors
<i>Xenophon Therapeutic Riding Center</i>		Equestrian Program for disabled kids
<i>Sacramento</i>	<i>Habitat for Humanity</i>	Build a home on site
<i>Orinda</i>	<i>The Orinda Senior Village</i>	Build French Gardens for seniors
<i>Pleasanton</i>	<i>Alameda County Food Bank</i>	Restore the food pantry
<i>Roseville</i>	<i>Single Moms Wishing Well</i>	Baby boutique for single moms in need
<i>Walnut Creek</i>	<i>Crisis Nursery</i>	Prevention of child abuse
<i>Livermore</i>	<i>Open Heart Kitchen</i>	Citywide food drive
<i>San Mateo</i>	<i>Community Cares</i>	Giving to those in need
<i>San Jose</i>	<i>InnVision</i>	Painting apts. for vision-impaired residents
<i>Sacramento</i>	<i>Bancroft Elementary School</i>	Build natural habitat and educational garden
<i>Lake Tahoe</i>	<i>Meals on Wheels</i>	Deliver meals to housebound seniors
<i>Pleasanton</i>	<i>Fresh Start</i>	Help homeless, unemployed, working poor
<i>Berkeley</i>	<i>MLK Middle School</i>	Build garden
<i>Pleasanton</i>	<i>Special Needs</i>	Arts and crafts day for special needs kids
<b>Nevada</b>		
<i>Fernley</i>	<i>The Five Fernley Schools</i>	Get badly needed supplies for schools
<i>Reno</i>	<i>A Room for Jessie</i>	Refit home for a quadriplegic boy
<i>Sparks</i>	<i>Home Spruce Up</i>	A mini-home makeover for a lucky family

“Our agents are totally engaged in this endeavor; they have carefully chosen organizations that are close to their heart, and truly want to make a difference in their communities. We thank and appreciate the commitment of these great real estate agents and employees,” said Ollerton.

Many offices are collecting supplies such as children’s clothing and food as donations to their charities. To learn how you can donate to one of these projects on March 6<sup>th</sup>, please email [Jessica.boyd@prurealty.com](mailto:Jessica.boyd@prurealty.com)

**About Prudential California/Nevada/ Realty**

*Founded in 1887 as Mason-McDuffie Real Estate and transitioning to the Prudential name in 1997, Prudential California Realty and its sister affiliation in Nevada are a leading innovator of real estate technology solutions to its agents and clients. Prudential California/Nevada Realty provides comprehensive real estate solutions when buying, selling and owning a home with more than 7,600 transactions and \$2.8 billion in annual sales for 2009. The company offers consumers full MLS access to home listings through its website [www.PruRealty.com](http://www.PruRealty.com). Owned by David Cobo and Ed Krafchow, the organization cumulatively has more than 1,800 agents and 36 offices. Prudential CA/NV is an independently owned and operated member of the Prudential Real Estate Affiliates.*