



NEWS RELEASE

For immediate release

RE/MAX[®] Receives Corporate Citizen Award

Kelowna, BC (May 5, 2010) – RE/MAX of Western Canada is a proud recipient of the 2009 Corporate Citizen Award presented by *The BC Transplant Society*. For six years RE/MAX[®] has promoted organ donor awareness by spreading the word on the need for organ donation with sponsored ad campaigns, direct press releases, an agent education program and website links to the transplant registration websites www.transplant.ca and www.liveon.ca.

RE/MAX of Western Canada's latest addition to help promote the cause is the sponsorship of www.LiveOn.ca recently launched as a touch point to facilitate easy access to registration information for each provincial transplant agency. As a result of ongoing community support and awareness, the BC Transplant Society performed an amazing 211 organ transplants in 2009.

With the critical shortage in registered organ donors in BC, the average person is far more likely to need an organ transplant than to be eligible to donate an organ. "We are proud to share the recognition of this Corporate Citizen Award with all RE/MAX[®] associates in Western Canada," says Elton Ash, Regional Executive Vice President for RE/MAX of Western Canada. "As an organization, we have an obligation to raise public awareness and support this life-saving cause in the hopes of encouraging others to register as an organ donor." Registering your decision to become an organ donor can save up to eight lives and improve the quality of life for up to 80 others.

RE/MAX[®] is Canada's leading real estate organization with over 17,500 sales associates situated throughout its more than 680 independently-owned and operated offices across the country. The RE/MAX[®] franchise network, now in its 37th year, is a global real estate system operating in more than 70 countries. Over 6,500 independently-owned offices engage over 115,000 member sales associates who lead the industry in professional designations, experience and production while providing real estate services in residential, commercial, referral, and asset management. For more information, visit: www.remax.ca.

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