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For Immediate Release:

## **Lincoln Realtors® Participate in Regional Realtor® Ring Day**

Lincoln, NE December 7, 2012—Lincoln Realtors® from all across city and surrounding areas rang bells for the Salvation Army in the third annual Realtor® Ring Day held on Friday, December 7<sup>th</sup>, 2012.

Realtor® Ring Day is a regional effort, bringing Realtors® from several Midwestern states together in a day of service. Lincoln Realtors® staffed 14 Salvation Army kettle locations from 10:00-2:00pm; ringing with one another, as well as family and friends.

The Lincoln volunteer effort was organized by the Realtors® Association of Lincoln's Community Relations Committee. The committee has spent the beginning half of 2012 reexamining the community service efforts of the association and has emerged with a centralized focus on the issue of homelessness in Lincoln, NE. The issue was chosen based on the closeness of the issue to the housing industry and the association's choice to make Habitat for Humanity their main philanthropic beneficiary in 2009.

Leading up to Realtor® Ring Day, RAL members also rang several shifts through December 4-6 at the Gateway Mall kettle location. Realtors® Association of Lincoln members have been ringing bells on their own every December for over twenty-five years.

"We know REALTORS® do more than sell houses. They care about this community. And we know individuals in the community who are or nearly homeless are just as important as homeowners. Homelessness is a quiet issue in Lincoln and we believe REALTORS® can assist in giving it a voice," said Chairperson Schilf.

The Realtors® Association of Lincoln is a part of the National Association of Realtors®, "The Voice for Real Estate." NAR is America's largest trade association, representing 1.1 million members involved in all aspects of the residential and commercial real estate industries.

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