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For Immediate Release:

## **Lincoln Realtors® Collect 1,000 Pairs of Socks for People's City Mission**

Lincoln, NE March 12, 2013—Lincoln Realtors® from all across city and surrounding areas collected over a 1,000 pairs of socks for the People's City Mission through the month of February.

The "Sock it to Homelessness" Sock Drive invited members of the public to visit one of the eight donation sites around Lincoln. All new and gently used socks, from children to adult sizes, were accepted. Realtors® and affiliate members of the Realtors® Association of Lincoln also collected in their offices.

The sock drive was kicked off at the 2013 HBAL Home & Garden Show where the Realtors® Association of Lincoln used their booth space to promote the month-long drive and share with the public more information about the homeless population in Lincoln.

The Realtors® Association of Lincoln's 2013 campaign, "Lincoln Realtors® Do More Than Sell Real Estate" has centralized the association's community service efforts to focus on the Lincoln homeless. Other events through the campaign include: funds raised for the LPS Foundation Homeless Fund, sponsorship of the Matt Talbot's Kitchen and Outreach Huskers Helping the Homeless with 50 new donation sites, ringing of Salvation Army bells and serving on the Lincoln Homeless Coalition.

Socks were donated to the People's City Mission Homeless Prevention Center. The Prevention Center makes items such as food, clothing, personal care needs, furniture and household goods available at no charge to the poor and near homeless.

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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