



**FOR IMMEDIATE RELEASE:**

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## **RE/MAX Realty Affiliates Walks for the Cure**

*Real-estate agents determined to support the cure for breast cancer*

(Reno, Nev., September 27, 2007) — After losing two agents to cancer and supporting another's fight, the issue really hits home for the agents of RE/MAX Realty Affiliates. That's why they will be walking to show their support for the Susan G. Komen Race for the Cure at this year's event.

"We're making an exceptional effort this year to make our team larger than it's ever been," said Amy Lessinger, RE/MAX Realty Affiliates Broker Co/Owner. "With two of our agents losing the fight to cancer, and one currently undergoing her second round of chemo, this issue really hits home for us. We are adamant to walk in honor and support of these people this year."

"Needless to say, the RE/MAX team provided a tremendous amount of support throughout my ordeal," said Susi Botsford, a RE/MAX Realty Affiliates agent and cancer survivor. "It really means a lot to know that I have their support and that they're participating in walking for this great cause."

RE/MAX International, a corporate sponsor of the Komen Foundation, will be flying the RE/MAX hot air balloon on the day of the race and for a small donation to the Komen foundation, will be offering tethered balloon rides in an effort to raise additional funds.

With its "RE/MAX Racing for Life®" slogan, RE/MAX International is proud to be a co-sponsor of the National Series Breast Cancer Survivor Recognition Program at Komen Race for the Cure events, the world's largest series of 5K runs and fitness walks. Komen estimates that more than 1 million people participated in its 2006 races.

RE/MAX contributes pink survivor T-shirts and caps, as well as "In celebration of" and "In memory of" back signs and program banners for every race. RE/MAX Associates who are breast cancer survivors or who otherwise have been affected by the disease are encouraged to solicit pledges for their own participation. Corporate representatives host breast cancer survivor recognition tents at the more than 100 events in the United States.

(more)

The race will take place at IGT Headquarters located in south Reno on October 7. This year marks the Komen for the Cure's 25<sup>th</sup> anniversary in the fight against breast cancer. Registration begins at 7 a.m. with a 5k timed run beginning at 8:30 a.m., a 5k fitness walk beginning at 8:40 a.m. and a one-mile fitness walk beginning at 8:45 a.m. Following the race will be a survivor ceremony and awards, and throughout the entire event, guests can enjoy an expo and entertainment. To join the RE/MAX Realty Affiliates team, follow the steps below:

1. Visit [www.komennorthnv.org](http://www.komennorthnv.org), click the link on the right side of the page under **Race for the Cure** heading that says Access our Race Home Page.
2. Along the left side of this page, you will see a heading that says **Join the Race**. Click the Register Now Online link.
3. After you agree to the waiver, you will be taken to a screen where you have several options, choose Join a Team.
4. The next screen will ask you to choose an existing team when you scroll down. Here choose **RE/MAX Realty Affiliates**. Follow the remaining steps to complete the registration process.

Recognized as the second highest producing office by the Northern Nevada Regional Multiple Listing Service, RE/MAX Realty Affiliates has offices in Reno, Carson City and Gardnerville. For more information about becoming an RRA agent, contact Amy Lessinger at (775) 327-9910.