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**NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Homes & Land magazines will ‘go pink’ to raise funds during National Breast Cancer Awareness Month**

**TALLAHASSEE, Fla.** — Homes & Land magazines nationwide will be wearing pink ribbons during National Breast Cancer Awareness Month in October as local Publishers, real estate agents and the company’s corporate office team up to raise money for charity.

The first “Homes & Land Cares” Pink Campaign, in 2014, raised approximately $25,000 for national and local organizations supporting breast cancer awareness, research and patient services. The total includes $10,000 donated to the American Cancer Society by the Homes & Land corporate office. The remainder was raised by the Publishers of 85 local magazines and their advertisers, in locations ranging from Malibu, Calif., to Outer Banks, N.C., from Vermont to New Smyrna Beach, Fla., and multiple points in between.

This year the corporate office has again pledged to contribute money to the American Cancer Society for each magazine page displaying a pink ribbon in October, up to at total of $10,000. Participating Publishers will donate advertising space and raise funds for contribution to either a local or national nonprofit organization involved in the fight against breast cancer.

“The initial ‘Homes & Land Cares’ Pink Campaign was a great success in uniting our Publishers and advertisers for a good cause. This year we’re committed to repeating and exceeding that achievement,” said Allen Harrod, President of Homes & Land.

“Most of us know someone who has dealt with breast cancer, and more than a few people in the nationwide Homes & Land family have been affected directly. The company would like to support efforts to combat the disease in all the communities we serve,” Harrod said.

**About Homes & Land**

Homes & Land is one of the most trusted brands in real estate and a leading marketer of properties for sale in print and online at HomesAndLand.com. Headquartered in Tallahassee, Fla., the company supports a franchise network of more than 220 Homes & Land-affiliated magazines in communities throughout the United States and Canada. Homes & Land distributes more than 27 million magazines a year.

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For more information about the “Homes & Land Cares” Pink Campaign or the company, contact Rob Wicker, Vice President of Sales, Marketing and Training, at (850) 575-0189 or wickerr@homesandland.com.