**NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Homes & Land magazines to ‘go pink’ nationwide**

**TALLAHASSEE, Fla.** — Homes & Land magazines throughout the nation will be going pink in support of National Breast Cancer Awareness Month in October.

From coast to coast, magazines participating in “Homes & Land Cares” will sport images of pink ribbons as local magazine publishers team up with advertisers to raise money for the fight against breast cancer. Publishers are also donating advertising space for the cause, and Homes & Land’s corporate office is pitching in with cash contributions for pages wearing pink ribbons.

“Most of us know someone who has been touched by this disease, and more than a few people in the nationwide Homes & Land family of franchisees and advertisers have been affected directly, coping with breast cancer personally,” said Allen Harrod, President of Homes & Land. “The company stands united with efforts to combat breast cancer in all the communities we serve.”

The American Cancer Society predicts that about 300,000 new cases of breast cancer will be diagnosed this year, and more than 40,000 people will die from the disease. Breast cancer death rates have been decreasing since 1989. Those decreases are thought to be due to advances in treatment, earlier detection and increased awareness, the society says. Breast Cancer Awareness Month keeps the disease and its prevention in the public eye while related events raise money for detection and research, and to help those currently dealing with the illness.

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 230 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” campaign or the company, contact Rob Wicker, Vice President of Sales, Marketing and Training, at (850) 575-0189 or [wickerr@homesandland.com](mailto:wickerr@homesandland.com).