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FOR IMMEDIATE RELEASE

## REALTORS® launch “I Contributed” campaign to raise \$125,000 for Building a Living Legacy project

INDIANAPOLIS – Members of the Metropolitan Indianapolis Board of REALTORS® (MIBOR) have another reason to get involved in the organization’s **Building a Living Legacy** project, which is providing funds to renovate or build 32 residences for homeless families as part of the Super Bowl Legacy Housing Project. Real estate agents, mortgage companies and title companies who contribute at least \$100 toward the project can proudly display an “I Contributed” icon on their e-mail signatures and marketing materials.

The campaign, announced in late February, already has generated interest from nearly 100 members, and that puts the REALTOR® Foundation even closer to its goal of raising \$500,000 for its **Building a Living Legacy** project.

The REALTOR® Foundation – MIBOR’s philanthropic arm – raised \$375,000 toward the Legacy project within the first year, but it needs an additional \$125,000 to make its goal by 2012, when MIBOR celebrate its 100<sup>th</sup> anniversary, and, of course, in time for the 2012 Super Bowl.

Cindy Marchant of Keller Williams Realty was among the first to make a \$100 donation toward the project, and now proudly displays the “I Contributed” icon on her e-signature so she can help spread the word to colleagues, clients and friends.

“The **Building a Living Legacy** Project is a great opportunity for the real estate community to come together and make a real difference in a neighborhood, and to help homeless families toward their goals of self-sufficiency,” said Marchant.

Through the program, economically vulnerable or homeless families will have an opportunity to rent one of the 32 newly constructed or renovated homes part of the Super Bowl Legacy Housing Project on Indianapolis’ Near Eastside. These homes are being built or renovated by Indy-east Asset Development. Families will receive support services through the John H. Boner Community Center.

Five residences are complete, and several families are moving in this month. An additional 13 residences are slated to be completed by mid-April. All 32 residences will be completed before the 2012 Super Bowl.

Until then, the REALTOR® Foundation will distribute “I Contributed” icons to who anyone who makes a donation of at least \$100.

For more information on the project or to make a donation, go to [www.mibor100.com](http://www.mibor100.com).

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