News Release

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**Fill-in-the-Blanks News Release for Participation in Realtors® Are Good Neighbors Volunteer Days**

The following “fill-in-the-blanks” news release is designed to help you gain publicity in your local news outlets for participating in the Realtors® Are Good Neighbors Volunteer Days this September

Place it on your company or local board/association letterhead with the blanks filled in as indicated.

* Highlight your association’s specific cause/focus of your volunteer efforts in the headline and throughout the release
* Include a contact name and number at the top of the release
* Send the release to the appropriate editor/reporter at each local outlet
* Do your best to limit this release to one page with 1.5 point spacing

***Please note that the term REALTOR® is presented as Realtor® to conform to proper AP style***

**[Local area Realtors® Association] Furthering Commitment to [Summarize Cause]**

*Local group will [hold xxx event] as part of Realtors® Are Good Neighbors Volunteer Days*

[TOWN (, STATE *if necessary*)] (Month XX, 2021) – This September, the [Local area Realtors® Association] will be participating in the REALTORS® Are Good Neighbors Volunteer Days, giving local Realtors® an opportunity to showcase the time and effort they’ve dedicated to [our community/any particular cause if applicable]. In partnership with the National Association of Realtors®, Realtors® in [town/region] are being encouraged to join in on the nationwide philanthropic initiative while maximizing the impact of their volunteer time. Realtors® who record their volunteer hours at nar.realtor/rgn will be entered for an opportunity to earn additional resources for the charity of their choice.

[*Optional elaboration on specific community projects the association has participated in/focused on over the past 12-18 months.]*

“Across the country, almost 75% of all Realtors® volunteer monthly in their community. Giving back is part of who we are as both people and as professionals,” said [association president/primary spokesperson]. “Together with NAR,we encourage local Realtors® who have a heart for service and a passion for giving back to participate in [specific association initiative/this weeklong celebration of community service in XXXX region].

As part of Realtors® Are Good Neighbors Volunteer Days, which will be held the week of September 28, NAR is encouraging associations, brokerages and Realtors® nationwide to organize and participate in a local volunteer activity of their choice, and log their hours in the Realtors® Are Good Neighbors program. The initiative is part of a yearlong campaign developed by NAR’s 2021 President Charlie Oppler.

“Realtors® Are Good Neighbors highlights compelling stories and inspires more volunteerism, said Oppler. “All Realtors® deserve to be recognized and celebrated for contributions to the greater good—whether it’s an extraordinary act of heroism or an ordinary, everyday act of kindness or service that makes a real difference. I believe that spotlighting these selfless acts will motivate others, show the world our compassion and generosity, and build pride in our profession.”

Local area Realtors® are encouraged to track and log their volunteer time to be automatically entered into a monthly drawing to win $1,000 for your chosen charity/non-profit. No Purchase Necessary. Void where prohibited. Subject to official rule.

[Your association or company boilerplate here.]

The National Association of Realtors® is America’s largest trade association, representing more than 1.4 million members involved in all aspects of the residential and commercial real estate industries.

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