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FOR IMMEDIATE RELEASE

## KELLER WILLIAMS EMPLOYEES TO VOLUNTEER WITH PALOS VERDES PENINSULA LAND CONSERVANCY TO RESTORE RARE COASTAL HABITAT

PALOS VERDES PENINSULA – May 6, 2013. Keller Williams Realty in Palos Verdes is gearing up for their annual Red Day of community service on Thursday, May 9<sup>th</sup>. This year, some 40 local volunteers, friends and family will spend the morning with the Palos Verdes Peninsula Land Conservancy from 9am to 12 noon working on the 64-acre Abalone Cove Reserve. The Reserve contains a State Ecological Preserve with important natural marine resources. Volunteers will help remove invasive plants from along the coastline, allowing native habitat and wildlife to grow. Their work will also help to prevent invasive seedlings from spreading further throughout the Preserve

Each year, on the second Thursday in May, tens of thousands of associates from across the United States and Canada participate in a wide range of projects. RED —renew, energize and donate — Day is a Keller Williams Realty initiative dedicated to improving local communities. Since the first RED Day in 2009, Keller Williams associates companywide have given almost a half-million hours of community service.

For the Land Conservancy's outdoor volunteer coordinator Adrienne Mohan, "We feel extremely fortunate to have the energetic and committed employees of Keller Williams join with us this year on RED Day working to help our community protect and preserve irreplaceable coastline resources."

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**Palos Verdes Peninsula Land Conservancy** is a 501(c)(3) nonprofit community-based organization dedicated to preserving land and restoring habitat for the enjoyment and education of all. The Conservancy works with local cities of Rancho Palos Verdes, Rolling Hills, Rolling Hills Estates, and San Pedro (City of Los Angeles) to manage or own the Palos Verdes Nature Preserve, the Linden H. Chandler and George F Canyon, the White Point Nature Preserve, a facility of the LA City Department of Recreation and Parks, and habitat restoration on the Defense Fuel Supply Point in San Pedro. For more information, visit: [www.pvplc.org](http://www.pvplc.org)

**Keller Williams Realty Inc.** is the largest real estate franchise company in the United States, with approximately 700 offices and 80,000 associates around the world. RED Day is an initiative dedicated to celebrating Keller Williams Realty's year-round commitment to improving their local communities. Each year, on the second Thursday in May, tens of thousands of associates from across the United States and Canada participate in a wide range of projects, devoting their time to renewing and energizing aspects of the neighborhoods in which they serve. RED Day initiatives run the gamut: From rebuilding homes, refurbishing local parks, giving to local food shelters, hosting blood drives, beautifying beaches and so much more.