

FOR IMMEDIATE RELEASE

December 5, 2014

SOS Children's Gingerbread Village Presented by RE/MAX – Vancouver's Preeminent Spectacle of Holiday Magic – Now Open at Grouse Mountain

Surrey, British Columbia The Chalet at Grouse Mountain, the Peak of Christmas, has been transformed into a winter wonderland this holiday season, adorned with an enchanting Gingerbread Village illustrating this year's elf theme. **Now open daily to the general public until January 1st from 10am to 10pm, the SOS Children's Gingerbread Village presented by RE/MAX supports SOS Children's Village B.C.'s much-needed neurofeedback therapy, counselling, educational, and transition to adulthood programs for children and youth in foster care.**

Bigger and better than ever, the houses in the Gingerbread Village are true works of art and set the standard for gingerbread creations in Vancouver with their astonishing detail. Thousands of Peak of Christmas visitors will walk through the display, leave a donation, and vote on their favourite structure during the month-long festival. Guests are encouraged to visit Santa's Workshop from 12pm to 8pm to get their photo with Santa, with proceeds supporting SOS B.C.

The charity is honoured to have RE/MAX return as Presenting Sponsor. **Jonathan Gelderman, Chair of the RE/MAX Lower Mainland Advertising Committee**, was thrilled to attend the premiere of the SOS Children's Gingerbread Village on November 27th:

"RE/MAX is the #1 real estate firm in the Lower Mainland, in both residential sales and also in luxury property sales where we outsell our nearest competitor by a 3 to 1 margin. But our success as your REALTORS® of choice does not stop at your sale. **We care deeply about our communities that we serve, and our agents are proud to support the SOS Children's Gingerbread Village here on Grouse for our 9th straight year,**" said Jonathan Gelderman.

"Our agents routinely work with families in a wide spectrum of housing situations, **but we also understand there are many children in this province who do not have the blessing of family or housing.** Your ongoing support for SOS Children's Village means we are all lending a hand to those in need."

Douglas Dunn, Executive Director of SOS Children's Village B.C., highlighted the dual function of the festival: "We invite our fellow Vancouverites to visit Grouse with the family this holiday season and take a magical stroll through the SOS Children's Gingerbread Village, while marvelling in the wondrous spirit of giving. **One look at the children's faces as they wander through the Village will leave you with holiday memories to cherish for a lifetime, while also warming your heart with the knowledge that you are supporting foster children struggling through a month that should be filled with joy, not sadness.**"

This year also **marks a record for SOS Children's Village B.C. in terms of media sponsorship.** Exciting new media partners include JACK FM, SONiC FM, News1130 AM, and City/OMNI Television, along with long-time sponsors North Shore News and 24 Hours newspapers, for a combined promotional value of over \$135,000.

Over \$470,000 has been raised through the years from SOS B.C.'s annual Christmas event. Lower Mainland residents who cannot make it up to the Gingerbread Village can still support the charity by purchasing trip raffle tickets - 1 for \$10 or 3 for \$20 - with a grand prize of two economy tickets to anywhere in North America that Air Canada flies (including Hawaii, Mexico, and the Caribbean).

More information about the SOS Children's Gingerbread Village and accompanying trip raffle is available at www.sosbc.org/poc.

About SOS Children's Village BC

SOS Children's Villages is the world's largest non-governmental, non-denominational child development organization for orphaned and abandoned children. It has existed for over 65 years with presence in 134 countries and 553 Villages. British Columbia is home to the only SOS Children's Village in Canada. SOS Children's Village BC provides stable homes, a supportive and healing Village environment, and community-based family care programs to help foster children and youth in need grow into caring, self-reliant adults.

About the RE/MAX Network

RE/MAX was founded in 1973 by Dave and Gail Liniger, with an innovative, entrepreneurial culture affording its agents and franchisees the flexibility to operate their businesses with great independence. Over 90,000 agents provide RE/MAX a global reach of more than 90 countries. RE/MAX is Canada's leading real estate organization with approximately 19,000 sales associates and 750 independently-owned and operated offices nationwide. RE/MAX, LLC, one of the world's leading franchisors of real estate brokerage services, is a subsidiary of RE/MAX Holdings, Inc. (NYSE:RMAX). For more information about RE/MAX, to search home listings or find an agent in your community, please visit www.remax.ca.

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