



SCCAOR exists to meet the business, professional and political needs of its members and to promote and protect ownership and private property rights.

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For Immediate Release

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Santa Clara County Association of REALTORS® Helps Save Downtown San Jose’s Holiday Activities

SAN JOSE, Calif., October 19, 2011 – The Santa Clara County Association of REALTORS® has donated \$10,000 to help save downtown San Jose’s holiday events.

For many South Bay families, visiting downtown San Jose for the many holiday activities is a tradition every year. Christmas in the Park, Downtown Ice, and Winter Wonderland – the three anchor events – bring the magic of the holiday season to the more than a half million visitors every year.

However, the events are faced with financial challenges. The City of San Jose, with its budget shortage, cannot subsidize these events like it has in the past. Organizers say they need \$320,000 to keep the events alive.

Mike Sibilia, president of the Santa Clara County Association of REALTORS®, said REALTORS® stepped in to help because REALTORS® consider it’s their responsibility to help build the community and help make Santa Clara County a better place to live.

“We hope children in our community can grow up with the fond memories of the downtown holiday events,” said Sibilia. “We also hope families living here love where they live and appreciate the many wonderful things our community offers.”

This is just another example of how the Santa Clara County Association of REALTORS® making contributions to community causes. Every holiday season, the association’s charitable arm, the Santa Clara County REALTOR® Foundation, donated cash, food, supplies, pajamas, and toys to food banks, schools and needy children. Last year, the foundation raised and donated more than \$25,000 in cash and toys to the Second Harvest Food Bank, K.R. Smith Elementary, the Silicon Valley Animal Shelter, and the Kinship, Adoptive and Foster Parent Association of Santa Clara County.

Throughout the year, the association also supports other charitable causes, such as breast cancer awareness.

SCCAOR President Mike Sibilia can be reached for comments at msibilia@kwsv.net or 408.540.1711.

About the Santa Clara County Association of REALTORS®

SCCAOR, established in 1896, is California’s oldest and Northern California’s largest real estate association. We represent 7,000 REALTORS® and affiliate members. SCCAOR exists to meet the business, professional and political needs of its members and to promote, protect homeownership and private property rights.

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