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THE CENTURY 21 NETWORK WEEK OF GIVING
Proceeds from Second-Annual System-Wide Initiative to Benefit Communities
Across the Country and Around the World

Madison, WI 7/28/23 – CENTURY 21 Real Estate LLC recently announced the CENTURY 21® System’s second annual fundraising effort in support of local communities served by the brand’s global network of affiliated agents and brokers. Last year, the franchisor hosted its first-ever International Day of Giving coinciding with its brand anniversary date. Based on its success, this year’s initiative has been expanded.

During the week of July 24-28, CENTURY 21 affiliated companies across the brand’s network hosted fundraising activities to support causes important to the agents and communities including disability, homelessness, food insecurity, disaster relief, education, health, the environment and more.

“As a network of real estate professionals, the CENTURY 21 brand is committed to elevating communities across the country and around the world,” said Mike Miedler, President and CEO, Century 21 Real Estate LLC. “As integral members of the neighborhoods they serve, this commitment goes far beyond just helping them achieve the dream of homeownership. It also means stepping up when your neighbors, your friends and those underrepresented communities are most in need. We are thrilled to celebrate the CENTURY 21 International Week of Giving held during July 24-28 by highlighting the amazing efforts that our relentless CENTURY 21 affiliated brokers and agents are putting forward every single day to make a true local impact.”

In addition to local brokerage efforts, the CENTURY 21 brand as well as many of its affiliated companies have supported Easterseals for more than 40 years. In 2022 the CENTURY 21® System raised \$3.2 million for Easterseals to enhance quality of life and expand access to healthcare, education and employment for millions of people with disabilities, including veterans and senior citizens. Since this philanthropic relationship began in 1979, the CENTURY 21 System has raised more than \$135 million for the Easterseals. Locally, CENTURY 21 Dairyland has raised nearly \$60,000 to support Easterseal Wisconsin.

As part of its 2023 International Week of Giving efforts, the CENTURY 21 System hosted a donation drive with the brand matching all contributions made to Easterseals at Easterseals.com/C21Giving during that week, up to \$50,000.

“We are incredibly thankful to the CENTURY 21® brand and its network members for their longtime commitment to Easterseals,” said Easterseals president and CEO Kendra Davenport. “We continue to be amazed by the extraordinary efforts of CENTURY 21 affiliated brokers and agents across North America – from annual fundraising campaigns to the unique charity events they put together. Along with their support, Easterseals is leading the way to full equity, inclusion, and access through life-changing disability and community services. Together, we’re empowering people with disabilities, families, and communities to be full and equal participants in society.”

“This has been a wonderful partnership over the years,” says Paul Leverenz, CEO and President of Easterseals Wisconsin.



“Century 21 Dairyland continues to support Easterseals Wisconsin through creative fundraising such as the Bump It Up volleyball tournament, which is going on its 18th year and recently raised nearly \$12,000. And now through volunteering of time and talents, Kelly Kleist, Broker Owner C21 Dairyland, serves as the Development Chair on our Board of Directors. Her enthusiasm and love for what

we do is unmatched.”

The global network’s CENTURY 21 International Week of Giving events and volunteer efforts will be highlighted across the brand’s owned social media channels throughout the week.

About Easterseals

Easterseals is leading the way to full equity, inclusion, and access through life-changing disability and community services. For more than 100 years, we have worked tirelessly with our partners to enhance quality of life and expand local access to healthcare, education, and employment opportunities. And we won’t rest until every one of us is valued, respected, and accepted. Through our national network of Affiliates, Easterseals provides essential services and on-the-ground supports to more than 1.5 million people each year – from early childhood programs for the critical first five years, to autism services, medical rehabilitation and employment programs, veterans’ services, and more. Our public education, policy, and advocacy initiatives positively shape perceptions and address the urgent and evolving needs of the one in four Americans living with disabilities today. Together, we’re empowering people with disabilities, families, and communities to be full and equal participants in society. Learn more at www.easterseals.com.

About Century 21 Real Estate LLC

The approximately 151,000 independent sales professionals in approximately 13,500 offices spanning 85 countries and territories in the CENTURY 21 System live their mission every day: to defy mediocrity and deliver extraordinary experiences. By consistently chasing excellence, giving 121% and always elevating, the CENTURY 21 brand is helping its affiliated brokers/agents to be the first choice for real estate consumers and industry professionals worldwide. Century 21 Real Estate has numerous websites to help answer specific consumer needs. They are century21.com, century21.com/global, century21.com/commercial, century21.com/finehomes and century21.com/espanol.

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