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3rd Annual Keller Williams Realty "RED Day" Set to Lend a Hand in Cupertino, CA

CUPERTINO, Calif., May 12, 2011 – Keller Williams Realty associates may be taking the day off on today, but it will hardly be a day of rest. Associates with the Keller Williams Realty office in Cupertino have chosen to "Give Where They Live" as part of RED Day, one of the biggest events in the real estate industry. Short for "Renew, Energize and Donate," RED Day was created to unite Keller Williams Realty offices and associates in an international day of service.

As part of the RED Day effort, Keller Williams Cupertino has chosen to spend the day with West Valley Community Service, a local non-profit, community-based agency that has been providing direct assistance and referral services for over 37 years. Keller Williams Cupertino is helping to refurbish and beautify several of the nonprofit's facilities including a Transitional Housing Unit, a Below Market Rate Apartment Complex, and their main office where they meet with clients and distribute food to families in need.

It is an important part of Keller William's everyday culture to give back and help the community. It's a way for Keller Williams agents to come together as a team and accomplish a goal for the good of the community as a whole. This event is an entrenched part of Keller Williams Realty's culture and displays the extraordinary effect a company can have when individuals come together to work as a team for the greater good of everyone.

During RED Day 2010, over 35,000 Keller Williams associates participated in activities ranging from blood drives to cleaning up trash in public parks, doing yard work for neighbors in need or revamping gardens at nursing homes totaling more than 150,000 hours of service making RED Day one of the biggest events in the real estate industry.

For more information about RED Day visit www.kw.com/redday. For more information about West Valley Community Services visit www.wvcommunityservices.org.

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