



## For Immediate Release

### CONTACT:

Nicole Anderson, Director of Marketing & Communications, (858) 715-8003, [nanderson@sdar.com](mailto:nanderson@sdar.com)

## SDAR's Holiday House Shines Bright in its First Year

(SAN DIEGO, Calif. – December 16, 2011) Holiday House, a charitable project of the San Diego Association of REALTORS® (SDAR) and the real estate community, culminated with a Donation Celebration on Dec. 6. A final call for donations and financial contributions continues until Dec. 20.

Nearly \$10,000 in donations and monetary gifts were collected in this first year of the Holiday House, helping San Diego's children, military families, homeless, and senior citizens with a variety of toys, household items, and much more. Donations were accepted at the SDAR Service Centers and at nearly 100 drop-off centers throughout the county.

To view a Holiday House video thank-you from SDAR President Bob Kevane, go to <http://youtu.be/ITVtElwVkA>

Charities benefiting from the project include: Adopt-A-Classroom, Becky's House, Homefront San Diego, It's All About the Kids, Marine Toys for Tots, The Salvation Army, San Diego Armed Services YMCA, San Diego Center for Children, San Diego Food Bank, Second Chance, and Senior Community Centers.

The Holiday House\* is an oceanfront estate on the market in La Jolla where special events were held, including the Dec. 6 celebration. Nearly 200 attendees stopped by during the evening and presented their donations before enjoying the chance to mingle with the sponsors, volunteers, and charity representatives, and tasty appetizers and beverages from sponsoring restaurants and shops.

During the program emceed by TV news personality Susan Taylor, Councilmember Carl DeMaio presented SDAR President Bob Kevane with a proclamation of "Holiday House Day" signed by the City Council. Also in attendance was Brian Jones, California Assembly member from the 77th District, who happens to be a local REALTOR®. Other guests included the San Diego Charger Girls and former NFL players. For some views of the event, visit the "Photos" page of [www.facebook.com/RealtorsSD](http://www.facebook.com/RealtorsSD).

SDAR acknowledges the Title Sponsors of Holiday House, Donovan's Steak & Chop House and Donovan's Prime Seafood; and Event Sponsor, Higgs Fletcher & Mack.

Holiday House is expected to become an annual event, so if you'd like to participate in 2012 as a volunteer, sponsor a drop-off center, or enlist your company's help in any other generous way, please contact SDAR at (858) 715-8000.

\* The [Holiday House](#) is an actual property on the market (MLS #110056509). Maison de la Mer, listed for sale for \$7.5 million, is a custom-built, gated oceanfront estate: 6,733 square feet with 4 bedrooms, 7-1/2 baths, with pool, spa, and more. SDAR thanks the homeowners for the very generous in-kind donation of the use of their home, and the Coldwell Banker listing agents Maria Weiss and Irene McCann.

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