NEWS RELEASE – FOR IMMEDIATE RELEASE
CONTACT: Holiday Retirement
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# HOLIDAY RETIREMENT: MAKING A DIFFERENCE

**Who:** Holiday Retirement

**What:** *Move for a Cure*

**When:** October 22, 2009 through November 30, 2009

**Where:** All of Holiday Retirement's more than 300 communities in the United States and Canada

Holiday Retirement strives on a daily basis to make a difference in the lives of its residents, but it also aims to positively influence the surrounding community.

From October 22, 2009 through November 30, 2009, Holiday Retirement's more than 300 communities across the United States and Canada joined in the fight against cancer through its *Move for a Cure* program. During the program, Holiday Retirement made a $100 donation to the American Cancer Society and Canadian Cancer Society on behalf of each new resident who moved in to a Holiday Retirement Community. Currently, Holiday Retirement has donated $109,500 to both organizations with additional donations continuing.

In addition to the donations, each community hosted an event on the weekend of November 13-15, 2009. The events educated attendees on preventative measures, helped raise more funds, and celebrated those impacted by the disease.

To learn more about Holiday Retirement's charity efforts or about the benefits of independent retirement living, please call 1-800-322-0999. In one convenient monthly fee, Holiday Retirement residents receive three chef-prepared meals daily served in a restaurant-style dining room, weekly housekeeping and linen service, a live-in management team, complimentary shuttle service, access to fitness equipment, a full calendar of life-enriching programs and events, an exclusive travel program, and no long-term leases or buy-in fees.

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