

**FOR IMMEDIATE RELEASE
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REALTORS® Barbeque 1200 Pounds of Salmon



Richmond, BC – On July 1, 2009, REALTORS® and their family members from the Richmond and Delta offices of Sutton Group – Seafair Realty, spent the day barbequing salmon. They were one of the main attractions at the Salmon Festival, an annual community event celebrating Canada’s birthday in Steveston. Serving up over 1200 pounds of salmon, they were able to generate \$15,000 in sales, of which, the proceeds went directly to the Steveston Community Centre for their children programs.

The group stood out in their red and white matching apparel, wearing T-shirts with the words imprinted, “Suttonly It’s Salmon” on them. They fired up the barbeques around 11am and kept grilling until about 5pm. Despite the heat from the sun and the hot grills, everyone kept smiles on their faces, serving up the delicious alderwood-barbequed salmon. Over 100,000 people attended the Salmon Festival this year.

Jim Hinchcliffe, REALTOR® with Sutton Group – Seafair Realty, has organized this event for 15 years. Jim mentions, “There are quite a few of us who have been out there every Canada Day for the past 15 years, barbequing the salmon.” He elaborates, “There are plenty of reasons why I keep this fundraising project going. It is great to raise money for a cause within the community that we work; it is a good team building event for our REALTORS®; it gives our office exposure to the community and it is just a fun day.” Over the years, it is estimated that Sutton Group – Seafair Realty has raised over \$150,000 for the community.



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