



FOR IMMEDIATE RELEASE

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Thursday, May 14, 2020

**PASADENA-FOOTHILLS ASSOCIATION OF REALTORS®
INTRODUCES PFAR GIVING**

PASADENA, Calif., May 14, 2020 – On **Thursday, May 14**, the Pasadena-Foothills Association of REALTORS® unveiled PFAR Giving, an initiative centered on investing in the community.

Partnering with the Pasadena Educational Foundation (PEF), the program's first effort will support local educational resources through the Education Response Fund. *"We are excited to build on the great work we have achieved with the Pasadena Educational Foundation. The launch of PFAR Giving allows PFAR to further advance our outreach through the local education system and support education needs during this crisis,"* says Eddie Ramirez, President, Pasadena-Foothills Association of REALTORS®.

The Education Response Fund has been an instrumental force in serving families and educators impacted with the sudden school closures by supplying meal distribution to academic tools during the transition to distance learning.

Pasadena-Foothills Association of REALTORS® recently piloted the Pasadena Unified School District REALTORS® Certification program alongside Pasadena Educational Foundation and Pasadena Education Network (PEN) to integrate the real estate and education communities.

"We are pleased to expand our partnership with the Pasadena-Foothills Association of REALTORS® and grateful for their support of our Response Fund," said Patrick Conyers Executive Director Pasadena Educational Foundation.

Proceeds to the Education Response Fund will continue to support local education. To make a donation visit <https://pfar.org/give>.

About the Pasadena-Foothills Association of REALTORS®

The Pasadena-Foothills Association of REALTORS® is the champion for the professional practice of real estate, private property rights, homeownership and a thriving community. To learn more about PFAR Giving visit <https://pfar.org/give>.

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