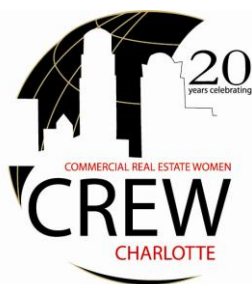




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*Nearly 50 Young Charlotte Women to Learn About Careers in Commercial Real Estate*

**“PROJECT SUITE SPACE”**

**March 6, 2010 at UNCC Uptown**

**CHARLOTTE, NC – February 24th, 2010** – Nearly 50 young women will learn about careers in the male-dominated field of commercial real estate as the Charlotte, NC chapter of CREW Network hosts its 5<sup>th</sup> annual **CREW Careers: Building Opportunities® program**.

**CREW Careers: Building Opportunities®** is an exciting, interactive one-day educational program designed to introduce high school age girls to career opportunities in the many facets of commercial real estate. This year’s program is scheduled for **Saturday, March 6, 2010** at the **UNCC Uptown campus** and will serve four dozen young women in the Charlotte area..

CREW Charlotte has partnered with two organizations – the *Girl Scouts Hornets’ Nest* and the *Centralina WDB* (Workforce Development Board Youth Council). Centralina WDB is a mentoring program serving 9th and 10th grade girls from Cabarrus, Iredell, Anson, Rowan, Lincoln, Stanly, and Union counties that focuses on promoting opportunities for young people “to get connected to education, good jobs, and a bright future”.

The format of this year’s program, titled “**Project Suite Space**,” is modeled after the popular “Project Runway” show. The girls will be separated into teams and challenged to create space and interior plans for a commercial tenant suite in one of four uptown buildings -- the **Johnston Building** at 212 S. Tryon Street, the **Tryon Plaza** at 112 S. Tryon Street, the **Duke Energy Building** at 400 South Tryon, or the **NASCAR Office Building** at 550 S. Caldwell Street. The goal is to create, design, and market/sell their designated building to a prospective tenant based on the location, layout and other attributes of their building. Civic leaders and prominent members of the local real estate community will judge the four teams’ presentations. The judges panel for 2010 will include City Councilman David Howard, Lucia Zapata Griffith (Metro Landmarks), Sally Daley (CEO of Girl Scouts), Anne Vulcano (Executive VP at CB Richard Ellis), and Stacie Jacobs (President of CREW Charlotte). Each member of the winning team will receive a grand prize.

During the course of the day, the participants also will take part in a walking tour of Center City Charlotte to view examples of a variety of commercial real estate developments as well as highlight cultural campus amenities that define the context of their selected buildings. They will also tour as a team the building they will feature in their presentations.

**CREW**



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To view photographs and a video presentation of a prior CREW Charlotte CREW Careers™ event, visit: <http://www.crewcharlotte.org/crewcareers.html>

Members of the press are invited to join us at any time during the program to follow these young women as they participate in a design and marketing challenge to win “Project Suite Space.” The walking tour (10:20am-12:30pm) and team presentations to the judges (3:45-4:30pm) will serve as good “photo ops” and show how the program helps the girls think creatively about the possibilities of commercial real estate development and marketing strategies.

“Education is the best hammer to shatter the myth that commercial real estate is a field best suited to men,” said 2009 CREW Careers™ Co-Chair Jody Odom, Richard Odom & Associates, Inc.

CREW Charlotte’s core purpose is to advance the success of women in commercial real estate. Founded in 1991, CREW Charlotte has grown its membership to over 200 real estate professionals. In 2010, CREW Network celebrates 21 years of advancing the success of women in commercial real estate. Through various programs, including UCREW and eMentoring, CREW Network reaches teens, college students and professional women at all stages of their careers to educate and inform about careers in commercial real estate.

The CREW Careers™ program was launched in Dallas in 2004 and taken across North America in 2005 by CREW Foundation in conjunction with CREW Network’s Industry Research Initiative, which was the first measure of the progress that women are making in commercial real estate. In 2009, CREW Careers™ took place in approximately 21 cities throughout North America to reach more than 1,000 student participants. Students have cited engaging role-playing and hands-on interaction with female business leaders as the key to the program’s success.

About CREW Foundation: **CREW Foundation ([www.crewfoundation.org](http://www.crewfoundation.org)) was founded in 1998 as the philanthropic arm of CREW Network to support advancing the success of women in commercial real estate through charitable, philanthropic, and education programs. Through CREW Foundation, CREW Network members seek to make a difference in the lives of women and girls who want to achieve the same successes that they have attained through their careers in commercial real estate. CREW Network is one of the first professional groups of its kind to create a national philanthropic effort. CREW Foundation is recognized by the IRS as a 501(c)(3) organization. Contributions are deductible as charitable donations for federal income tax purposes. Furthermore, CREW Foundation is classified as a public charity under section 509(a)(2) of the Internal Revenue Code.**

The 2010 CREW Charlotte and CREW Careers: Building Opportunities® local sponsors include:

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