PRESS RELEASE
For Immediate Release

Via Capitale, proud to support The Media Food Drive for a 6th consecutive year

MONTREAL, November 19th, 2020 - From November 23rd to December 24th, Via Capitale, the Quebec real estate banner, will participate, once again, in The Media Food Drive as a Friend.

Via Capitale has been a proud partner since 2015, and its participation, as well as that of its 900 or more brokers, allows to raise food and cash donations for food banks across Quebec every year. For Via Capitale, helping those in need is essential; it makes up the company's DNA.

"It was only natural for us to get involved again this year; the social mission of the Food Drive is particularly in line with that of Via Capitale, driven by the humanism of our employees and brokers, who are present for their clients throughout Quebec," says Luc Poupart, president and CEO of the company. They understand that in order to have a national impact, it is first and foremost necessary to act locally, and every donation made in a region will be redistributed within it.

Via Capitale invites the public to show solidarity and support their fundraising efforts by donating online to guignolee.ca. Traditional street collections throughout the province will not take place this year, but a major awareness campaign will take place in the coming weeks, with solidarity day on December 3rd.

As we approach the holiday season, many food banks are facing increased demand and insufficient reserves. More efforts are needed to support these food banks, especially this year, as the pandemic has had a significant impact on the financial stability of many households, and has also worsened the unpredictable situations of hundreds of thousands of individuals.

About Via Capitale
Via Capitale is a leader in real estate, founded in Quebec almost 30 years ago. Its mission is to offer the best possible service to its clients by focusing on humanism, professionalism and innovation, as well as on its network of more than 900 brokers throughout Quebec. Via Capitale is a division of Brookfield Real Estate Services, an income trust listed on the Toronto Stock Exchange under the symbol TSX: BRE. For more information, visit viacapitalevendu.com.

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