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FOR IMMEDIATE RELEASE

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B.B. KING WILL SING THE BLUES FOR THE LOCAL WORKFORCE
Musical Legend to Perform Benefit Concert for the CAAR Work Force Housing Fund at
Charlottesville Pavilion on August 6th

CHARLOTTEVILLE, VA – Blues legend and music icon B.B. King is coming to the Charlottesville Pavilion on August 6, 2008, but he'll be doing more than just crooning his classic tunes for the audience – his performance will help focus much-needed attention on the issue of affordable housing in Central Virginia. The August 6th concert will be a benefit concert for the CAAR Work Force Housing Fund (WFHF), a local endowment that provides housing downpayment assistance to teachers, nurses, firefighters, and police officers in our community.

This is the fourth annual WFHF benefit concert that the Charlottesville Area Association of REALTORS® (CAAR) has organized in cooperation with the Charlottesville Pavilion. Those purchasing "Gold Circle" tickets – tickets in the first ten rows – will receive invitations to an exclusive pre-concert party hosted by CAAR and free B.B. King merchandise. A portion of the Gold Circle ticket price is also tax-deductible and goes directly to the CAAR Work Force Housing Fund.

The Charlottesville Area Association of REALTORS® originally created the Work Force Housing Fund when it recognized a need for greater support for those workers who tie the community together. Teachers, police officers, nurses and firefighters perform essential services but are often not able to purchase homes in the community where they work. CAAR and its partners believe communities are made stronger when members of their work force are able to live in the places they serve, so the WFHF works with eligible work force members to help them achieve the dream of home ownership.

The concert is being presented with the support of title sponsor Charlottesville Radio Group. Other generous sponsors include NBC29, BB&T, A.Pimento Catering, and the CAAR *Real Estate Weekly*. To purchase tickets, please visit www.charlottesvillepavilion.com. For more information on the CAAR Work Force Housing Fund, please visit the program website at www.caar.com/caar/wfhf.

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