



## Toronto CREW Builds the Real Estate Professionals of Tomorrow from the Young Women of Today

**TORONTO – May 10, 2006** – Many young women start out wanting to be princesses and ballerinas when they grow up, but few plan a future as real estate moguls. If the Toronto chapter of Commercial Real Estate Women (Toronto CREW) is successful, though, more and more young women will choose to become architects, asset managers, and real estate economists. That's the aim of an innovative and powerful group of community outreach initiatives developed by Toronto CREW: **CREW Careers™**, the **Real Estate Scholarship** and **Mentorship Program**.

Up until now, few young women have been made aware of career opportunities in commercial real estate and **Toronto CREW** believes it's time that the industry did something about its profile. The combination of these three initiatives is pitched to do just that.

"When you hear a story of a young woman who is embarrassed to tell people that she wants to pursue a career in real estate, it demonstrates that the industry simply isn't attracting young talent," says Marta Lewycky, Toronto CREW President and Vice President, Legal Affairs for First Capital Asset Management Corporation.

**Toronto CREW** is passionate about these initiatives, aimed to empower young women by presenting them with non-traditional career options. "**CREW Careers™** is about developing an awareness of the commercial real estate industry and its opportunities to help young women make an informed choice about their educational and professional future," notes Lisa Lafave, Chair of Toronto CREW's Community Outreach Committee. "The **Real Estate Scholarship**, on the other hand, rewards women for choosing a real estate specialty in the final year of their undergraduate or graduate degree."

The last program in **Toronto CREW's** triumvirate of career development plans is a **Mentorship Program** to help women within the first five years of their career access the commercial real estate industry in an engaged and meaningful way.

"As **Toronto CREW** begins its second decade, we are proud to launch these programs for the future leaders of our industry," adds Marta Lewycky. "Without the growth and success **Toronto CREW** has experienced since its inception in 1996, and the dedication of our members and sponsors, we wouldn't be in the position of impacting the future of our industry through these fundamental programs."

### About CREW Careers

**CREW Careers™: Building Opportunities**, launched by Toronto CREW on April 26, 2006, was a daylong interactive presentation by senior-level commercial real estate women highlighting career streams and educational paths to 60, 16 and 17 year old young women from the **Toronto District School Board**. The event was held in the Toronto-Dominion Centre, courtesy of McCarthy Tétrault and The Cadillac Fairview Corporation Limited.

Cushman & Wakefield, Key Bank, Starbucks Coffee Company, Guggenheim, McCarthy Building Companies and the National Association of Industrial and Office Properties (NAIOP) are global donors of **CREW Careers™** throughout North America. Additional donors include CREW Miami, Perkins Coie LLP and Akerman Senterfitt Attorneys at Law.

This year, 19 cities throughout North America hosted the **CREW Careers™** program. **Toronto CREW** was the first international chapter to present **CREW Careers™**, an initiative piloted in 2005 by **CREW Foundation**, the philanthropic arm of **CREW Network**.

#### **About the Real Estate Scholarship**

Toronto CREW is committed to connecting young women to a commercial real estate career path and, as such, is offering 15 scholarships of \$3,000 each over the next three years, starting in 2006, to female students entering their final year of a degree specializing in real estate. We gratefully acknowledge the support of our multi-year donors: **Sun Life Financial** and **Deloitte & Touche**; and our founding sponsors: **Ivanhoe Cambridge**, **O&Y Enterprise** and **Redcliffe Realty**.

Our founding educational partners are the **University of Guelph** and the **Schulich School of Business, York University**. We will be inviting other educational partners over the next three years.

#### **About the Mentorship Program**

Studies have identified that women are often not connect to the same informal networks as men in their careers. Toronto CREW is dedicated to making those informal networks available to scholarship recipients and other women within the first five years in the commercial real estate industry through their **Mentorship Program**. This program aims to bridging the knowledge between seasoned professionals and those who are up and coming. This year, **Toronto CREW** is conducting focus groups with a number of potential mentoring partners to ensure the program is built to meet those needs. Focus group participants will be matched with **Toronto CREW** mentors early in 2007.

#### **About Toronto CREW**

Toronto CREW ([www.torontocrew.org](http://www.torontocrew.org)) members are key decision makers from some of the most influential corporations in Canada, representing almost all disciplines in commercial real estate. This organization is committed to quality programming and events to attract and retain the brightest and the best in the commercial real estate industry. Toronto CREW was the first Canadian chapter of CREW Network, which comprises 60 independent local organizations, including CREW Montréal, Vancouver CREW and Calgary CREW, totalling more than 6,500 members.

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