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**Professional Community Management of California, Inc. Launches Company-Wide Campaign to Benefit Orange County United Way**

*Lake Forest-based company celebrates 38<sup>th</sup> anniversary by supporting United Way*

**LAKE FOREST, Calif. (October 25, 2010)** – A tradition since its incorporation in 1972, Professional Community Management of California, Inc., (PCM) will hold a company-wide fundraising campaign, “Cruisin’ for a Cause.” Scheduled to begin on October 25<sup>th</sup>, the company plans to raise \$30,000. Since 1998, it has raised approximately \$380,000 for Orange County United Way.

“The recession has forced many companies to reassess their charitable giving,” said Donny Disbro, Chief Executive Officer of PCM. “At PCM, we’ve never changed course. We have a tradition of providing excellent customer service and we extend that same commitment to serving the communities where we live and work.”

“Companies like PCM have my admiration and respect for staying the course with their charitable giving during these tough economic times. The funds PCM’s team of dedicated employees raise allows Orange County United Way to help those who are in crisis get back on a path to self-sufficiency for which we are eternally grateful,” said Maria Chavez Wilcox, President and CEO of Orange County United Way.

By partnering with more than 50 vendors who have generously donated prizes, as well as sponsored company gatherings and fun-filled events, PCM hopes to inspire and motivate its 1,400 employees to contribute in various ways by purchasing raffle tickets, bidding on silent auction items or pledging from \$5 to \$10 per paycheck. By emphasizing the benefits in supporting the Orange County United Way campaign and demonstrating where donations will be put to work, the PCM organization strives to become a model for employee-driven, corporate philanthropy.

“By making our campaigns fun and interactive while showing how donations will benefit the community, all of us here look forward to the annual campaign,” Disbro said. “Not only does the campaign strengthen the teamwork spirit within our company, but it also helps to support Orange County United Way in providing services such as breakfast for 260 people, a daily snack for 130 students, tutoring, after school programs and cultural and educational field trips for school children.”

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**About Professional Community Management of California**

Professional Community Management of California, Inc. (PCM) specializes in the management of Common Interest Developments of homeowner associations for family oriented master-planned developments, resort-style master-planned communities, active-adult master-planned communities, condominium associations and boutique communities throughout Southern California. It manages a portfolio of nearly 113,000 units in 300 community associations, representing a combined real estate value in excess of \$45 billion.

With headquarters in Lake Forest, Calif., PCM and its companies employ a staff of more than 1,500 people. PCM has offices serving all of Southern California and has been recognized by the Multi-Housing Council as one of the County's largest managers of common interest developments. Management services by PCM are backed by state-of-the art Internet technology, and comprehensive financial and management systems. For additional information, please contact PCM at 800.369.7260 or at [www.pcminternet.com](http://www.pcminternet.com).

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