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**Trails West Real Estate**  
an exclusive affiliate of Christie's Great Estates

## Press Release

### **Trails West Real Estate Realtors donate commissions to the Bigfork Enhancement Contribution**

**Bigfork, Montana–December 14, 2009.** The Bigfork Enhancement Contribution (BEC) is a non-profit organization dedicated to promoting Bigfork as a state, national and international destination. Although Bigfork is busy in the summer, the shoulder seasons and winter are less than bustling. Indeed, in the mid 1980's nearly one half of Bigfork's charming businesses were boarded up. The BEC wants to promote Bigfork with events, programs, and signage that draw people's attention and business to Bigfork. By voluntary contribution, each participating business can promote the village to tourists...all year. The voluntary contribution comprises 1% of the consumer's bill and that fact is posted at the register, on the bill or menu. The consumer may pay the 1% or have the charge removed. It is completely voluntary and totally deductible.

**Trails West Real Estate has chosen to participate.** Each Realtor who chooses donates a portion of his or her commission to the BEC and Trails West will match that amount. So far...six Trails West Realtors are on board! It is said that a small group of thoughtful people can change the world; it is the only thing that ever has. The contributions of Trails West Realtors and Company are fueling a trend of generosity in which everyone benefits. Trails West Realtors value Bigfork, not only as a place to work, but a place to play and raise their families.

Spearheading the BEC is Cheryl who currently owns the Sleeping Bear Lodge. Cheryl is a long time Montanan whose grandparents settled in Somers in 1895. Her love for Montana and particularly Bigfork drive her toward a vision of activities all year. She feels strongly that everyone who contributes should have a say in how the funds are spent. Therefore, the board is representational of Bigfork's businesses. Upcoming events in the hopper are: an Elvis Impersonator with weekend package, Wild West Days and Street Fair, and a Guitar Festival. Cheryl's exuberance is contagious, "If we can get people to Bigfork once, it is a sure thing that they will come back. There's no place like it!"

**For Release week of December 14, 2009**