

FOR IMMEDIATE RELEASE

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**Allegiance Title Company Kicks off the Second Annual Closing for the Cure Campaign with Hotdogs and Pink Lemonade**

*In support of Breast Cancer Awareness month, Allegiance Title will make a donation on every June title order that closes.*



Photo Caption: Dawn Moore (4<sup>th</sup> from left) and the Allegiance Title team at Preston Center, Dallas.

Dallas, Texas – June 14, 2011 – Allegiance Title Company kicks off the second annual Closing for the Cure Campaign that runs through the end of June. The company's six Metro locations started the month of festivities by offering hot dogs and pink lemonade lunches to guests and clients for a donation of \$5.00 to the American Cancer Society. By participating in the Closing for the Cure program, real estate professionals and their clients purchasing a new property in the month of June will help in the fight against breast cancer by raising awareness and money to benefit breast cancer research.

The Allegiance Title system in support of Breast Cancer Awareness month and the American Cancer Society, is asking families and individuals - whether personally affected by breast cancer or not - to place their title orders with an escrow officer at one of the six Allegiance Title locations in the DFW Metroplex. Allegiance Title will donate a portion of the escrow fee on every new-sale contract submitted during the month of June to the American Cancer Society. Contracts must be opened in June and close to be eligible.

"This innovative and rewarding campaign unites our local real estate industry and the families they serve to support, inspire and empower those affected by breast cancer", says Marc Miller, CMO for Allegiance Title Company. "Our reward is in bringing about an increased awareness and seeing lives changed. Together we can do more to find a cure for this far-reaching disease."

All money raised by the Closing for the Cure campaign will help the American Cancer Society provide additional research and support for families affected by breast cancer.

"Allegiance Title is proud to support the Closing for the Cure campaign and we hope our local real estate friends will do the same," said Dawn Enoch Moore, Owner and CEO. "Every dollar we raise for this cause will help break down the barriers to find a cure for breast cancer".

Allegiance Title Company is an independent title insurance company owned by Dawn Moore. Moore is an attorney, lecturer and speaker who has been a leader in the Dallas legal and business communities for more than 25 years. Moore and COO Martha Reed lead their management team in providing local and statewide Texas closings for residential purchase, sale and refinance transactions as well as commercial. The company has six conveniently located offices in the Dallas/Fort Worth Metroplex and can be found online at [www.AllegianceTitleCompany.com](http://www.AllegianceTitleCompany.com) and [www.Facebook.com/AllegianceTitleCompany](https://www.Facebook.com/AllegianceTitleCompany).