



FOR IMMEDIATE RELEASE:

Urban Durham Realty: Let the Chicken Chase Begin!

Durham, NC – November 19, 2009 – Not your garden-variety residential real estate company, Urban Durham Realty has ventured into a unique marketing strategy that involves, of all things, chickens. This week the firm is launching “The Great Urban Durham Chicken Chase”. Each Urban Durham Realty listing will have an orange ceramic chicken hidden somewhere in the home. When the property is shown, the perspective buyer or their agent can win a prize for finding the chicken. The “prize” will showcase a local business. Through the end of the year, the reward is a petit pie from Scratch, Seasonal Artisan Baking.

“The Chicken Chase offers additional exposure for our clients who have listed their homes with Urban Durham Realty,” says Courtney James, the managing partner at Urban Durham Realty. “For the buyer, it adds an element of the unexpected into the home viewing experience. By interjecting this unique and amusing challenge into the showing process, we hope to make the home stand out in the buyer’s mind. Also, the campaign gives us the opportunity to support local businesses by offering varied gifts as the prize.”

Urban Durham Realty is a boutique real estate firm which supports urban lifestyles, green initiatives and the Durham community. The ceramic chickens are local creations by Charlie Dillingham of Durham’s Claymakers. The “chicken” was chosen because it symbolizes not only sustainability, but also a new urbanism, two core values of the company.

For additional information, send an email to info@urbandurham.com or call (919) 237-3701. Visit the website at www.urbandurhamrealty.com, or offices at 401A Foster Street, Durham, NC 27701.

####