

RICHMOND HILL, ON, CANADA, October 03, 2013 **/24-7PressRelease/** -- MacPherson Builders has made the rare Charitable Research Reserve its charity of choice, with the goal of raising tens of thousands of dollars in the coming months and years to help support and protect this unique reserve.

rare is a remarkable 900+ acre nature reserve situated at the confluence of the Grand and Speed Rivers in the Region of Waterloo. Larger than New York's Central Park, it is home to hundreds of species of flora and fauna, including over 220 birds and over 500 plant species and trees which are more than 240 years old.

"At MacPherson we take pride in building great communities and giving back in a way that is both positive and meaningful," observes MacPherson Builders president Russell Higgins. "What excites us the most about rare is that not only is it a reserve that protects a large number of plants and animals, but also a place where you can learn first hand about nature conservation, from the walking trails to visiting the new ECO Centre to the numerous programs offered to all age groups."

Higgins adds that rare's Cambridge location, which makes it easily accessible for the millions of Canadians living in Southern Ontario, was another reason they chose this cause as their charity of choice.

MacPherson Builders plans to raise funds for rare by donating a portion of the sale of each home in any one of its current or future communities. Currently, the builder has communities in Fergus (Strathlea), Seaforth (the Bridges of Seaforth), the Town of the Blue Mountains (the Orchard at Craighleith) and Collingwood (Blue Fairway).

"We're excited that MacPherson Builders has decided to become one of our corporate supporters - not only because of the financial aspect, but also because by supporting rare they can help spread the word about all of the great work we are doing to further the cause of conservation," observes Patti Leather, rare's director of development and community relations. "They're a builder that understands the importance of community and we're thrilled they have stepped forward to lend a hand."

MacPherson Builders' support for rare was formally announced to the general public at this past weekend's 2013 Walk for rare event on September 29, a 5 km family-friendly walk on the Grand River. The annual fundraising event also coincided with the grand opening of the rare ECO

Centre. For more details about rare go to <http://www.raresites.org>.

About MacPherson Builders

Since constructing its first three townhomes on MacPherson Avenue in Toronto in 1994, MacPherson Builders <http://www.macphersonbuilders.com> has grown into the premier builder and developer of low-rise residential communities in small-town Ontario. Starting with a 27-lot subdivision in Fergus and a 43-lot estate community in Erin, MacPherson has grown to become a developer and builder of master-planned communities of up to 500 homes.

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