

FOR IMMEDIATE RELEASE

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**CARIDAD CENTER KIDS TO GET “IN THE SWING” OF THINGS
AS PRIME MANAGEMENT ADOPTS PLAYGROUND**

BOCA RATON, Fla. – The hundreds of children who visit Caridad Center in Boynton Beach are about to get a special holiday gift. In the coming weeks, the time they spend at Caridad as they or family members seek health care or visit the nearby soup kitchen will become more enjoyable, thanks to Prime Management. The Company is launching a program to refurbish the Center’s playground, spruce up the Center’s entry and support a children’s library in the waiting area as the Company’s latest community services project.

In recognition of Caridad’s importance to the community, Prime is putting its resources as one of Florida’s largest property management companies to work and enlisting its contractors to participate as well. Beginning the week of December 17, Prime crews will begin giving the Caridad Center’s entry a new look by trimming trees, creating planting beds and upgrading the irrigation system, according to Tia El-Maayergy, who as Prime Director of Property Services is helping to coordinate the effort.

Next steps after the first of the year include a makeover for the playground, refurbishing the equipment, installing new benches and picnic tables and laying down a sand surface for safe play. As part of an ongoing Prime Cares program, employees are also donating children’s books and art supplies for the waiting room at the Center, or contributing \$1 to the cause on Friday jeans days at the Boca Raton corporate office.

“There’s nothing like jumping on a swing or tumbling down a slide to help a kid forget their worries,” said Prime CEO Chip Sollins “We are proud that Prime’s team can make that possible for youngsters at Caridad Center. Our hope is that time passes faster and more enjoyably as kids wait for treatment for themselves or a sick family member.”

“Our playground is long overdue for an upgrade and Prime’s generous support will make all the difference to our kids. Their offer to fix up the playground has grown into much more. Their generosity is much appreciated and will make a difference for many years to come, said Executive Director Barbara Vilaseca. “The need for our services continues to grow and that sometimes means long waits for care. Being able to enjoy the playground or read a book helps pass the time.”

Prime has an ongoing commitment to community service. Through its Prime Cares initiative, the Company has undertaken projects as diverse as restoring the Spanish River High School Stadium, concession stands and locker rooms, to purchasing back to school supplies and undergarments for disadvantaged children through the KIND Spirit of Giving campaign. Prime also donates office space in its headquarters to enable Boca Raton’s Promise, the Alliance for Youth, to expand and keep the organization’s Five Promises made to youth.

Prime and its employees support projects through donations of equipment and materials, hands-on employee volunteerism, and the Friday jeans day program.

Caridad Center, founded in 1989, provides crucial free medical and dental services to families in need, thanks to volunteer doctors and dentists and generous community support. It grew out of the efforts of Caridad Asensio, who in 1971 began working with migrant families as a community health worker for the Palm Beach County school district. She witnessed the extreme poverty, the lack of medical and dental care, the substandard housing conditions and the lack of food and clothing facing these hardworking families.

Last year, Caridad Center saw thousands of patients who had no where else to turn, and the need continues to grow. For example, every Wednesday is dental extraction day and it’s not unusual for people to line up by 6 a.m. The Soup Kitchen is located on Caridad property to also help the working poor of Palm Beach County.

Prime Management is one of Florida's leading property management companies. It manages 350 HOA and condominium associations, comprising 60,000 units in Palm Beach and Broward Counties, and is one of the area's largest employers with more than 1,300 employees.

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