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**FIRST COLUMBIA'S HEDLEY PARK PLACE SUPPORTS
DOMESTIC VIOLENCE AWARENESS MONTH!**

TROY (October 12, 2010) — Commercial real estate development and investment company First Columbia announced that the company's property Hedley Park Place will proudly support the Unity House as a participant in the "Shine the Light on Domestic Violence" campaign. During the month of October First Columbia will light Hedley's smokestack purple to show our support for ending violence against women. October is Domestic Violence Awareness Month and for the third year, New York State is undertaking the campaign to "Shine the Light on Domestic Violence" by turning the State purple during October. Last year was a huge success, with more than 120 partners across New York State who lit buildings purple, dressed in purple, and promoted the message online. These breathtaking images are powerful and motivational. As one person said, "When I saw the top of the building lit purple, it made me realize that there really are people out there working to help me." You can see Hedley's smokestack from Alternate Route 7 going into downtown Troy as well as from Green Island and the Green Island Bridge. The smokestack was professionally designed by RPI's Lighting Research Center back in 2008.

Last year, hundreds of state employees wore purple on one designated day. This year, First Columbia is encouraging our tenants and the public to wear purple during October, but especially on Wednesday, October 20th in support of this campaign.

The Hedley Building also supports the National Breast Cancer Awareness Month. National Breast Cancer Awareness Month educates women about the importance of early detection. More and more women are getting mammograms to detect breast cancer in its earliest stages. As a result, breast cancer deaths are on the decline. So, in rotation with the purple smokestack lights will be pink lights in celebration of 25 years of Awareness, Education and Empowerment!

For more information about First Columbia, call (518) 213-1000, or visit www.firstcolumbia.com.

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First Columbia is one of the region's largest real estate developers/investment companies and part of the Bette Family of Companies, a diversified building organization headquartered in Albany. As a vertically integrated organization, First Columbia provides comprehensive services from site acquisition through permitting, design construction, leasing and financing - all focused on creating value in real estate for their customers.