

M.D.C. Holdings Partners With 'Day Of Caring For Breast Cancer Awareness'

Denver Homebuilder's Grant Supports Patients, Survivors and Their Families

PRNewswire-FirstCall
DENVER

M.D.C. Holdings, Inc. will continue its longstanding support of the annual Day of Caring for Breast Cancer Awareness as the Title Sponsor of the Denver conference for the next three years. The Day of Caring gives breast cancer patients, survivors and their friends and families education, empowerment and hope in the fight against the disease.

Larry A. Mizel, MDC's chairman and chief executive officer, said, "We are proud to have been a part of the Day of Caring for the past six years, and look forward to continuing to support the educational and social needs of these special individuals in the future. Day of Caring events are a true source of inspiration for families across our community."

MDC, the parent company of Richmond American Homes -- Colorado's largest homebuilder -- has been a sponsor of the Day of Caring since 1996. The 23rd Annual Day of Caring will be held May 8, 2004, and will feature local experts presenting educational seminars, a survivors' fashion show and an exhibit area with a wealth of resources.

The Day of Caring was founded in 1981 by Sue Miller, a breast cancer survivor and former fashion model, and featured a fashion show with models who were breast cancer survivors. Sue's mission was to teach others that women are still beautiful after breast cancer. Now, the annual Day of Caring conference attracts up to 1,000 people and is a full day of education and encouragement, with experts presenting new information in seminars, a comprehensive resource area with exhibits of products and services, and the inspirational survivor fashion show. In addition to the conference, the non-profit organization publishes the annual Colorado Breast Cancer Resources Directory, which provides important resources for the newly diagnosed.

For more than 31 years, MDC has been building and financing the American dream for more than 100,000 families across the country. Honored as one of the country's "Most Admired Builders" by Fortune magazine, MDC's commitment to customer satisfaction, quality and value is reflected in each home it builds. As one of the largest homebuilders in the United States, the Company has homebuilding divisions in some of the fastest-growing markets in the country, including Colorado, Northern Virginia, suburban Maryland, Phoenix, Tucson, Las Vegas, Northern California, Southern California, Salt Lake City, Dallas/Fort Worth, Houston, San Antonio, Philadelphia/Delaware Valley, West Florida, Jacksonville and Chicago. The Company also provides mortgage financing, primarily for MDC homebuyers, through its wholly owned subsidiary HomeAmerican Mortgage Corporation. M.D.C. Holdings is traded on the New York Stock Exchange under the symbol "MDC." For more information, visit www.richmondamerican.com.

SOURCE: M.D.C. Holdings, Inc.

CONTACT: Paris G. Reece III, Chief Financial Officer, +1-303-804-7706, greece@mdch.com, or Rachel L. Neumann, Communications Director, +1-303-804-7729, rlneumann@mdch.com, both of M.D.C. Holdings, Inc.

Web site: <https://www.richmondamerican.com/>

<https://ir.richmondamerican.com/2003-11-26-M-D-C-Holdings-Partners-With-Day-Of-Caring-For-Breast-Cancer-Awareness>