

Laffey Real Estate Kicks off Their 10th Holiday Toy Drive

ANNUAL TOY DRIVE BENEFITTING CHILDREN of Easterseals New York

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[/EINPresswire.com/](http://EINPresswire.com/) -- [Laffey Real Estate](#),

a leading residential real estate broker on Long Island, is already in the holiday spirit with the announcement of their annual toy drive. This year marks the end of a decade of support and the firm hopes to break their own record of over 700 toys collected.

Laffey Real Estate is a premier supporter of Easterseals New York. The firm's Principal Partner, Philip C. Laffey, has spearheaded the efforts since 2004.

Over the prior twelve years, Philip and Laffey Real Estate have organized a number of seasonal fundraising events with record breaking results. In total, these efforts contributed over \$150,000 in cash and items collected including over 5,000 toys, 4,000 winter outerwear items and a ton of canned or non-perishable food items combined. Every cent or item collected directly benefits the children and families of the school.



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Philip C. Laffey/Principal

Beginning November 2, Laffey Real Estate branches across Nassau, Queens and Suffolk Counties will serve as local collection points for the toy donations. The program will run from November 2 until December 12, when the toys are delivered, wrapped and individually personalized with each child's name to be given out at the December 16 Holiday party.

“About nine years ago, we partnered with Men on the Move to donate large moving boxes to serve as containers to collect the hundreds of toys,” explained Philip C. Laffey. “Somewhere along the line, we started getting the kids at the school

involved. Their works of art are pure delight. Using little fingers, paint and construction paper, the plain cartons are transformed into festive holiday toy boxes. You wouldn't believe the ohhs and ahhs we get when members of the community come in to the branch to drop off toys,” Laffey also added.

The public is encouraged to participate by dropping off unwrapped toys for young boys and girls ages 18 months to 5 years of age. The school will accept all donations but requests that the toys be age

appropriate and should not contain small moving parts, play doh, paint or any other sharp edges.

Angela Torres, Director of the Bronx Child Development Center was quoted as saying “Laffey Real Estate has been so generous over the past 14 years, providing toys for the holiday season. These donations bring joy to students and their siblings at the Easterseals Bronx Child Development Center as well as their families and our staff, who are moved by the children’s smiles, laughter and occasional tears.” Ms Torres added, “The holiday season at Easterseals is made more festive and joyous knowing that Philip Laffey and his team have given so much for so many years to children with special needs. We are eternally grateful to Laffey Real Estate for embracing the true meaning of giving and of sharing the holiday spirit.”

Each year, the Laffey initiatives serve approximately 350-400 children, many of their siblings and immediate families attending the school. Past events have included the Spring Bowl-A-Thon, Annual Change for a Change, Summer Flea Markets, Winter Coat collection and of course, The Holiday Easter Sealed with a Gift Toy Drive. This year, the firm’s goal is to collect and distribute 1,000 toys. Any questions can be directed to Cathy M. Poturny, SVP Director Marketing & Media Relations.

About Laffey Real Estate

Laffey Real Estate is one of the largest privately held independent family-owned residential real estate firms on Long Island with a network of over 400 agents in 13 offices throughout Nassau, Western Suffolk and Queens Counties. Their global partnership with Leading Real Estate Companies of the World and Luxury Portfolio, extends their reach to more than 50 countries worldwide. The firm is a full-service provider offering expertise in sales, rentals, relocation, mortgage, developments and title insurance to the marketplace. The cutting-edge technology supporting field agents, premium brand identity and industry-leading tools embody best in class standards. Consumers trust in the Laffey Real Estate name to provide tools and resources that help navigate the process of buying and selling residential real estate in any economic environment. Consistently ranked in the top 10% of the brokers locally and as a Top 500 Broker in the US based on the 2015 Real Trends reports, Laffey Real Estate has an exceptional pattern of success.

About Easterseals New York

Easterseals New York provides services to adults and children with disabilities and special needs throughout the State of New York, a subsidiary of Fedcap. Programs include five child development centers in Hudson Valley and the Bronx. Children aged three to five years old receive life-changing services that enable them to live, learn, work and play in their communities. To make a cash donation to the toy drive or for more information visit the website at <http://eastersealsny.org>

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