

# Premier Metal Brightens the Holidays Through Boys & Girls Club Toy Drive Partnership

*Premier Metal, Rochester NY based scrap metal recycling facility, hosts a toy drive for the Boys & Girls Club of Rochester.*

ROCHESTER, NY, UNITED STATES, January 10, 2025 /EINPresswire.com/ -- In a meaningful extension of their community commitment, [Premier Metal](#) Group has transformed their Rochester scrap metal recycling facilities into holiday donation hubs, serving as collection sites for the Boys & Girls Club of Rochester's annual toy drive. This initiative, running through November and December 2024, marks the company's latest collaboration with the youth organization, following a substantial partnership established in spring 2024.



Premier Metal staff celebrates successfully hosting a toy drive for the Boys & Girls Club of Rochester

"Giving back to the organizations that strengthen Rochester is just as important to us as promoting sustainability through recycling," says General Manager Brad Cook, who personally championed the partnership with the Boys & Girls Club. This sentiment, first expressed during Premier Metal's community-focused grand opening in April, continues to guide the company's local involvement.

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*Brad Cook, General Manager,  
Premier Metal Group*

The toy drive addresses a crucial need in Rochester, where nearly half of the city's children live in poverty. The Boys & Girls Club of Rochester serves approximately 150 children daily, ages 6 to 18, providing essential services including tutoring, counseling, and recreational activities.

To encourage community participation, Premier Metal implemented an innovative approach to toy collection. Customers dropping off new toys at either of their Rochester locations – 909 W

Linden Ave or 11 Cairn Street – receive bonus rewards through Premier Metal's loyalty program. This creative incentive demonstrates how businesses can leverage their existing customer relationships to amplify their community impact.

This toy drive follows Premier Metal's impactful debut in Rochester, where they demonstrated their commitment to community welfare by donating \$10,000 to five local organizations, including the Boys & Girls Club. The company's investment in Rochester extends beyond charitable giving – they've revitalized their Cairn Street facility from an abandoned property into a state-of-the-art recycling center, creating both environmental and economic benefits for the community.

The partnership between Premier Metal and the Boys & Girls Club represents a model of corporate community engagement, where a business's day-to-day operations can be leveraged to create meaningful social impact. As Rochester residents stop by to recycle their scrap metal, they now have the opportunity to help ensure local children experience the joy of the holiday season.

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