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Coldwell Banker Residential kicks off 6 for 60 program with B.C.

September 20, 2012 - Front Section

Coldwell Banker Residential Brokerage in New England has kicked-off its 6 for 60, a new program and partnership with Boston College that will benefit The Home for Little Wanderers' (The Home) annual holiday gift drive.

Coldwell Banker Residential Brokerage will donate a \$60 gift card for every touchdown that the Boston College Eagles score during the 2012 football season to The Home in support of its Big Wishes for Little Wanderers Gift Drive. Partnering with Coldwell Banker Residential in this effort is Walsh Brothers Construction, which will match each \$60 gift card donated by Coldwell Banker Residential.

"Coldwell Banker Residential Brokerage treasures the partnerships we have built with The Home and other charitable organizations throughout New England. Each holiday season, the Coldwell Banker Residential Brokerage offices collect and donate thousands of toys in support of The Home's holiday gift drive," said Pat Villani, president of Coldwell Banker Residential. "This year, we wanted to provide even greater assistance so we developed the 6 for 60 program to purchase gift cards. The gift cards will enable the teenagers served by The Home to shop for clothing, music and other items that are on their holiday wish lists."

Coldwell Banker Residential Brokerage will be publicizing "6 for 60" as part of a multi-pronged advertising campaign with Boston College that includes full-page color ads in game day programs and radio broadcast mentions when the Eagles score a touchdown.

"Every holiday season, The Home receives many wonderful donations from throughout the community, yet our greatest challenge is to provide suitable gifts for the teenagers and families in need," said Joan Wallace-Benjamin, president and CEO of The Home for Little Wanderers. "We greatly appreciate Coldwell Banker's support and that they recognize how gift cards allow the older youth and families in our programs the flexibility to buy essentials."

Coldwell Banker Residential is one of the largest residential real estate brokerage company's in New England. With more than 4,000 sales associates and staff in approximately 90 office locations, the organization serves consumers in Massachusetts, Rhode Island, New Hampshire and Maine. Coldwell Banker Residential is part of NRT LLC, the nation's largest residential real estate brokerage company.

For more than 200 years, The Home for Little Wanderers has earned a reputation for doing whatever it takes to strengthen vulnerable families and keep children safe in their communities, even when they don't have family support. Serving children and youth from birth to 21, The Home makes a positive impact on over 7,000 lives across Boston and Eastern Massachusetts each year through a network of behavioral health services, therapeutic residential, special education, adoption and foster care. Additionally, a number of innovative programs provide specialized assistance to youth

transitioning to adulthood from state systems of care. We continuously measure the impact of our work to develop and enhance our programs. We never give up on children. And we don't let children give up on themselves.

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