

FOR IMMEDIATE RELEASE.

Greenvale, New York - April 27, 2009 - 4th Annual Laffey Bowl-a-Thon Fundraiser for Easter Seals –

Planning is underway for the 4th Annual Bowl-a-Thon. The event will be held at Dave & Busters of Westbury on Thursday, June 25th. Video games have been added for a more inclusive and family friendly atmosphere. The Laffey Family of Companies is opening the event to the families and businesses of the communities they have served for over thirty-five years. Admission will include food stations, video game challenges for children and adults and the bowling extravaganza as well as raffles and trophies. Details, participant costs and sponsorship information to follow. Visit our website www.laffey.com and click on the Save The Date Banner.

Started in 2004 by Principal, Philip Laffey, the fundraiser has developed into a prominent charitable division. It is the focus of every volunteer at the Laffey Family of Companies and their Premier Business Partners to help find ways for individuals with disabilities to gain greater independence. Under Laffey's guidance, children and adults with special needs have benefited greatly. The annual events the firm hosts are as follows: *Big Change for a Change*, *The Bowl-a-Thon*, *Jones Beach Walk*, *Coat & Canned Food Drive* and the *Easter Sealed with a Gift Holiday Toy Drive*.

Support is crucial for the two newest programs aimed at increasing independence and awareness of adults with disabilities. As a result, due to the growing needs in the Long Island Community, Easter Seals recently expanded their services to include a young men's quad-rugby team based in Middle Island as well as the Handicapped Adults New Directions in Suffolk (HANDS) program. Both programs emphasize the importance of community engagement and its role in rebuilding self-confidence amongst individuals with special needs. The firm has wholly embraced these two endeavors as the newest chapters in Easter Seals continued mission to nurture autonomy and the creative spirit. Rugby team members and members of HANDS will be at the Bowl A Thon to share in the excitement.

In the prior five years, the firm has donated over \$120,000, hundreds of winter coats and cold weather apparel, grocery bags of Thanksgiving foods with all the trimmings and finally, over 1,500 gift wrapped, personalized toys given to the children at their school holiday event. Since 2006, Laffey Associates has been recognized by Century 21 as the #1 Fundraiser for Easter Seals.

The Firm is looking for local business owners to participate in or take a sponsorship at the event with a variety of levels of commitment. They also need raffle prizes. In prior years, prizes included Mets, Ducks, Yankees & Islander Tickets, Dining Gift Certificates, electronics, baskets of cheer, food & gift baskets, spa certificates and much, much more! All of the proceeds collected from the donated raffles goes directly to the school and is used to fund the purchase of special equipment, tools, materials and supplies.

For information, any person or company interested in making donations, participating or sponsoring the 4th Annual Laffey Bowl-a-thon to benefit Easter Seals can call Cathy Poturny/Director Marketing & Media Relations at 516-626-1500 ext 390 or via email at cpoturny@laffey.com