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Greiner-Maltz charity drive celebrates 50th anniversary

Greiner-Maltz is celebrating its 50th anniversary by launching "Click for Charity," a new feature of its Web site, GreinerMaltz.com. It will provide donations to a representative group of local charitable organizations.

The firm has three offices, with locations in Woodbury, Long Island City and Manhattan and a total staff of 35 sales associates.

One of the founders of the company, Bill Greiner, continues to ply his trade at the Woodbury office.

By clicking on the Greiner-Maltz red and gold 50th Anniversary symbol at its Web site, visitors can elect to have the real estate services firm contribute a "penny-a-click," with 100 percent of the proceeds going to the selected charities.

"With the creation of the 'Click for Charity' page, Greiner-Maltz is joining together the continuing success of our company with charitable giving to the community, which has helped us prosper for the past 50 years," said Greiner-Maltz Director John Maltz.

Among the charities that donations will be forwarded to are The New York Times Neediest Cases Fund, City Harvest and the Queens Child Guidance Center.

Greiner-Maltz spokeswoman Alise Rabinowitz said funds collected as a result of the "Click for Charity" campaign will be divided equally among those three organizations.

The campaign is scheduled to last through the end of 2003.

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