

## Back and Body Medical in Midtown Manhattan Leads Toys for Tots Donation Drive to Help Parents in Need Give Their Children a Holiday to Remember

*NYC chiropractor Dr. David Perna and the team at Back and Body Medical have organized a Toys for Tots donation drive at their clinic in Midtown Manhattan. All eligible donors will be entered in a drawing to win a hard-to-find Xbox One, this season's hottest new gaming system.*

New York, NY ([PRWEB](#)) December 18, 2013 -- [Local NYC chiropractor Dr. David Perna](#) and the team at [Back and Body Medical](#) want to make it easier for people to get in the spirit of holiday giving. As part of Back and Body Medical's December Toys for Tots drive, the clinic will be collecting donations at its Midtown Manhattan offices through Thursday, December 19th and will transport them to a local drop-off point on December 20th. Plus, anyone who donates a toy and is not an employee of the clinic will be entered to win a new Xbox One in a drawing to be held on December 23rd.

It's not hard to understand the motivation behind the clinic's Toys for Tots drive. Dr. Perna explains, "It's a noble cause to help children, particularly at this time of year. Many parents are suffering financially and I want to help them give their children a good Christmas to remember while they're young. I think a lot of people feel this way, and we're grateful to everyone who can help make it happen." While [Toys for Tots](#) makes the process really simple, Dr. Perna asks that people keep a few things in mind when donating a toy this year. "The toys just need to be new and unwrapped and should be valued at \$15 or more. It's also important that the toys not be any type of make-believe weapon or contain any food items."

"Everyone who donates a toy will receive a ticket for the Xbox One drawing, but we'll actually give them one ticket for EACH TOY they donate. This means their chances of winning get better with every toy they give. Hopefully, that'll provide a little extra incentive for anyone who needs it. But even if they don't win the Xbox One, they can still be a hero to parents who don't have the means to provide a gift for their child during this holiday season."

But what if you don't have time to shop for a toy or to drop it off at the clinic? Dr. Perna understands that New Yorkers are busy people, and he doesn't want that to stop anyone from donating or from participating in the Xbox One raffle. "There's no reason not to participate. Just donate \$15 or more on the Toys for Tots website (<http://brooklyn-ny.toysfortots.org/local-coordinator-sites/lco-sites/default.aspx>) and forward us the confirmation email, and we will include you in our raffle."

"I've donated in the past, and it's just a good feeling to know that you're helping children and their parents out. I'd love for us to be able to pass along \$1,000 in toys and monetary donations this holiday season. I think that's realistic and I'd be very happy to reach that goal."

About Dr. David Perna, D.C., C.C.E.P.

Dr. David Perna is a chiropractor and Director of Complementary and Alternative Medicine at Back and Body Medical in Midtown Manhattan. He is a Strength Coach and Personal Trainer (ISSA- and ACE-certified) as well as a Strength and Conditioning Specialist (NSCA-certified). Dr. Perna is certified to perform Manipulation Under Anesthesia (MUA), Nerve Conduction Velocity (NCV) Tests and Electromyography (EMG). He is also certified to practice Active Release Techniques (ART) and the Graston Technique.

Dr. Perna holds a Doctor of Chiropractic from Life University and a B.S. from Rutgers University. He works with athletes in a wide variety of sports and can also provide recommendations for strength training coaches, swimming coaches and running clubs that offer help with technique.

#### About Back and Body Medical

Back and Body Medical in Midtown Manhattan is an integrated healthcare practice specializing in the treatment of back, neck, shoulder, hip and leg pain. The clinic's multi-specialty approach, combined with advanced diagnostic techniques and numerous progressive treatment choices, has made Back and Body Medical a very attractive option for time-pressed New Yorkers who want access to multiple pain doctors and cutting-edge therapies without leaving Midtown Manhattan.

#### Back and Body Medical

133 E 58th St. Ste 708

New York, NY 10022

(212) 371-2000

<http://backandbodyny.com>

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#### About the U.S. Marine Corps Reserve Toys for Tots Program and the Marine Toys for Tots Foundation

The mission of the U. S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to less fortunate children in the community in which the campaign is conducted. The Marine Toys for Tots Foundation is a 501(c)(3) not-for-profit public charity that has provided fundraising, funding and other support for the Program since 1991. Learn more at <http://www.toysfortots.org/>.



## Contact Information

**Dr. David Perna**

Back and Body Medical

<http://backandbodyny.com>

+1 (212) 371-2000

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