

# CFSC Gives Back: Community Financial Service Centers Supports Bronx Borough President's Annual Tree Lighting and Winter Wonderland Extravaganza

**Bronx, NY, December 5th, 2025** — As part of its ongoing commitment to community investment and holiday giving, **Community Financial Service Centers (CFSC)** proudly supported the **Bronx Borough President's Office** at its Annual Tree Lighting and Winter Wonderland Extravaganza, held at Lou Gehrig Plaza at Bronx Borough Hall.



The festive celebration brought together families, neighbors, and community leaders for an evening filled with holiday cheer. More than **1,000 toys were distributed** to Bronx families during the event, helping bring joy and support to children throughout the borough.

The evening featured the lighting of the holiday tree, seasonal music, and interactive winter-themed activities for attendees of all ages. The event reflects the Bronx Borough President's Office's continued dedication to fostering community connection and ensuring families feel supported during the holiday season.

Through its **CFSC Gives Back** initiative, Community Financial Service Centers partners with local organizations and civic leaders to support meaningful programs that uplift the communities it serves. Holiday initiatives like the Bronx Tree Lighting are part of CFSC's **annual goal to give back**, reinforcing its long-standing commitment to community engagement, social responsibility, and neighborhood well-being.

"At CFSC, giving back is not just something we do during the holidays — it's a core part of who we are," said Gina Palumbo, CFSC Director of Marketing. "We are proud to support events like the Bronx Borough President's Tree Lighting that bring communities together and make a real difference for families."

**Community Financial Service Centers (CFSC)** is a leading provider of financial services, offering convenient, transparent, and customer-focused solutions to communities across New York, Illinois, and beyond. With decades of experience, CFSC provides essential services including check cashing, money transfers, bill payment, and prepaid debit products, helping individuals and families manage their financial needs with confidence and ease. CFSC is committed to giving back and supporting initiatives that strengthen the communities it serves.

For more updates visit [bronxbp.nyc.gov](http://bronxbp.nyc.gov), [www.cfsc.com](http://www.cfsc.com)