



GFP Real Estate partners with local preschool to offer discounted childcare services to tenants

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GFP Real Estate has partnered with Buckle My Shoe Preschool to offer its enriched Reggio Emilia-inspired, play-based educational infant/toddler and preschool program to its tenants at a significant discount of 50%.

The discount, which is available on a school day or full day schedule, creates a unique amenity offering to employees working at GFP Real Estate properties while dramatically reducing the cost of early childhood education for tenants.

“We understand that times are tough, and that child-care represents one of the largest expenses for families with little ones,” said Jeffrey Gural, chairman of GFP Real Estate. “In many cases, the cost of childcare ends up discouraging folks from returning to work full-time. By creating this unique partnership, our aim is to help reduce the month-to-month costs for working families while offering a convenient amenity to our tenants.”

Buckle My Shoe Preschool has been serving the community for more than 40 years at its TriBeCa and West Village locations, providing early childhood education to children ages three months old through Pre-K. This exciting new offering will be available at the school’s new location at GFP Real Estate’s 80 Eighth Ave. on a first-come, first-served basis. The new 7,000 s/f facility—which will open in September 2023 and can accommodate approximately 80 children—will feature nine classrooms, an art room, a gym, a kitchen, a greenhouse, and an art studio.

“We are excited to partner with Jeff Gural and GFP Real Estate to offer this incredible discount to tenants across the GFP portfolio. The concept is based on a previous program we created together for a tenant several years ago,” said Linda Ensko, principal of Buckle My Shoe Preschool. “As a long-time tenant at GFP’s 40 Worth Street in TriBeCa—and now at 80 Eighth Ave. in Chelsea—Jeff’s vision to provide discounted childcare to tenants not only ensures that our new location gets off to a great start; it simultaneously bolsters the community by meeting the demand for more early childhood education options in Manhattan.”

Qualifying programs run 5 days a week from 8:30 a.m. to 5:30 p.m., or 9:00 a.m. to 3:00 p.m.

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