



**MEDIA ADVISORY**  
For Planning Purposes Only

**Contact:** Kim Maialetti / Diana Torralvo  
Bellevue Communications Group  
(215) 893-4279 or (215) 469-0649  
[kmaialetti@bellevuepr.com](mailto:kmaialetti@bellevuepr.com)  
[dtorralvo@bellevuepr.com](mailto:dtorralvo@bellevuepr.com)

**SEVEN OF REGION’S LEADING SERVICE ORGANIZATIONS TO LAUNCH NEW “GIVE PHILLY” INITIATIVE**

*Announcement at 30<sup>th</sup> Street Station to Kick Off Holiday Giving Campaign*



**Philadelphia (November 9, 2009)** – Representatives from seven of the Philadelphia region’s leading youth development and family service organizations will gather on Thursday, Nov. 12 at 3:15 p.m. inside 30<sup>th</sup> Street Station to announce the formation of Give Philly, a new partnership created to encourage local residents to donate to organizations that directly serve their neighborhoods and communities.



Partners in the newly formed Give Philly initiative include: Boys & Girls Club of Philadelphia; Cradle of Liberty Council of the Boy Scouts of America; The Salvation Army of Greater Philadelphia; Settlement Music School; Travelers Aid Family Services of Philadelphia; United Cerebral Palsy of Philadelphia and Vicinity, and YMCA of Philadelphia and Vicinity.



Together, these organizations serve more than 370,000 children, adults and families each year. By partnering on various programs and operations and sharing resources, ideas and best practices, these organizations can operate more efficiently and maximize their impact on local communities.



The Give Philly launch event is co-sponsored by The Philadelphia Foundation and Amtrak’s 30<sup>th</sup> Street Station.



**WHAT:** Announcement and launch of Give Philly  
Musical performances by Settlement Music School students  
Popcorn giveaways by Cradle of Liberty Council of the Boy Scouts of America



**WHO:** Ted Weerts, Executive Director of Travelers Aid Family Services of Philadelphia  
Robert Capanna, Executive Director of Settlement Music School  
Andrew Swinney, President of The Philadelphia Foundation  
John Shimp and Family (served by multiple Give Philly organizations)  
Jorge Diaz, General Secretary of The Salvation Army  
Representatives from Give Philly Member Organizations



**WHERE:** 30<sup>th</sup> Street Station (North Waiting Room)  
30<sup>th</sup> and Market streets  
Philadelphia, Pa.

**WHEN:** Thursday, Nov. 12, 2009  
3:15 p.m. – 4:15 p.m.  
\*\*Musical performances will take place from 3:15 p.m. to 3:30 p.m.  
\*\*Remarks begin promptly at 3:30 p.m.

###