



FOR IMMEDIATE RELEASE

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

Announcement at 30th Street Station Kicks Off Holiday Giving Campaign

(Philadelphia, PA) – Representatives from seven of the Philadelphia region’s leading youth development and family service organizations today officially announced the formation of Give Philly, a new partnership created to encourage local residents to donate to organizations that directly serve their neighborhoods and communities.

“Each of the organizations that comprise Give Philly provides much needed services and programs to children, adults and families right here in our city and our neighborhoods,” said Robert Capanna, spokesman for Give Philly and executive director of Settlement Music School “Given the times we live in, these services are needed now more than ever.”

“Through Give Philly we are partnering on various programs and operations by sharing resources, ideas and best practices,” Capanna continued. “This helps us operate more efficiently, increase capacity and ultimately maximize our impact on our communities.”

Partners in the newly formed Give Philly initiative include: Boys & Girls Club of Philadelphia; Cradle of Liberty Council — 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.

“These are Philadelphia organizations we all know well,” said Andrew Swinney, president of The Philadelphia Foundation, which is providing the back office services for Give Philly. “This effort addresses directly our Foundation’s purpose of supporting organizations that serve those most in need, and fulfills our mission of improving the quality of life for all in our region.”

The launch of Give Philly, which coincides with the start of the holiday giving season, featured volunteers handing out popcorn and informational fliers about Give Philly at 30th Street Station while students from Settlement Music School performed for afternoon commuters and passers-by.

(more)



**BOYS & GIRLS CLUBS
OF PHILADELPHIA**



BOY SCOUTS OF AMERICA



**Travelers Aid
Family Services
of Philadelphia**



**The YMCA of
Philadelphia & Vicinity**



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The event was co-sponsored by The Philadelphia Foundation and Amtrak's 30th Street Station.

The event also included the launch of the Give Philly website at www.givephilly.org where donors can learn more about the initiative and contribute online. Donors can also give by sending a check made payable to Give Philly to The Philadelphia Foundation located at 1234 Market Street, #1800, Philadelphia, Pa., 19107.

For more information about Give Philly or to donate please visit www.givephilly.org.

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