

The logo consists of a teal rectangular background. The text "Philadelphians" is written in a white, sans-serif font at the top. Below it, the words "for a FAIR FUTURE" are written in a white, sans-serif font, with "for a" in a smaller, lowercase font and "FAIR FUTURE" in a larger, all-caps font.

Philadelphians
for a FAIR FUTURE

FOR IMMEDIATE RELEASE:

May 20, 2016

**GREATER PHILADELPHIA CULTURAL ALLIANCE
BACKS MAYOR'S PROPOSAL FOR EXPANDED PRE-K
AND COMMUNITY REVITALIZATION**

Cultural advocacy group urges passage of Sugary Drinks Tax

Philadelphia, May 20, 2016 – The Greater Philadelphia Cultural Alliance today announced that it is supporting Mayor Jim Kenney’s plan to boost investment in pre-K and community revitalization through passage of the Sugary Drinks Tax.

“This vital investment in pre-K, parks, recreation centers and libraries will significantly contribute to the cultural vitality of our city, in the neighborhoods that need it most,” said Maud Lyon, Cultural Alliance President. “It will also open up opportunities to expand arts and cultural programming in some of Philadelphia’s most challenged communities.

“We are proud to support the Mayor’s initiative, and energized by this opportunity to make the arts more accessible for thousands of residents.”

Established in 1972, the Greater Philadelphia Cultural Alliance is the region’s leading arts and cultural advocacy, research and marketing organization. Its mission is to “lead, strengthen and give voice to a diverse cultural sector that is making Philadelphia a world-class region to live, work, and play.” Its membership includes over 450 organizations ranging from museums and dance companies to community art centers, historic sites, music ensembles and zoos.

“It is terrific to have the support of Philadelphia’s premier cultural advocacy organization, which recognizes the critical importance of the Mayor’s proposed investments in pre-K and community revitalization as the best way to improve access to the arts for people from all across the city,” said Kevin Feeley, spokesman for Philadelphians for a Fair Future, the coalition leading citizen support for the proposal. “We welcome the Alliance to our cause.”

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About PFF

PFF now includes 81 partners whose members represent all walks of life in Philadelphia, including: Public Citizens for Children and Youth; the Philadelphia Parks Alliance; the Philadelphia Federation of Teachers; the Service Employees International Union; the Delaware Valley Association for the Education of Young Children; Aspira; Action United; the Sustainable Business Network of Greater Philadelphia; the Center for Science in the Public Interest; Lodge 5 of the FOP; Local 22, IAFF; District Councils 33 and 47, AFSCME; Universal Companies; and multiple small business owners from throughout the city.

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