

The logo features the text "Philadelphians" in a white, sans-serif font, with "for a" in a smaller, white, cursive font below it, and "FAIR FUTURE" in a large, white, bold, sans-serif font to the right. The entire logo is set against a teal rectangular background.

Philadelphians for a FAIR FUTURE

COALITION LAUNCHES ADVERTISING CAMPAIGN IN SUPPORT OF MAYOR'S PLAN TO EXPAND PRE-K SERVICES FOR CHILDREN

Philadelphia, May 5, 2016 – Philadelphians for a Fair Future today formally launches a major new ad campaign touting the benefits of Mayor Jim Kenney's plan to expand pre-Kindergarten programs to serve up to 25,000 children throughout the city.

The new campaign opens with broadcast of "Our Chance," a 30-second television commercial that will air on local broadcast TV stations for the next three weeks. The new ad is a central element of an \$825,000 advertising purchase that includes TV, radio, and digital ads, all sponsored with funding support from former New York Mayor Michael Bloomberg and the Action Now Initiative, funded by the Laura and John Arnold Foundation.

"The ads will give people a chance to understand the facts about the Mayor's proposal," said PFF spokesman Kevin Feeley. "It is clear that when the public understands that the proposed Sugary Drinks Tax is how the City can pay for vitally important pre-K services, they strongly support the plan and the tax as the best way to pay for it.

"We greatly appreciate the contributions of Mayor Bloomberg and Action Now, and it is clear that their interest is solely about good public policy. Thanks to their generosity, we can balance the scales against the continuing campaign of misinformation being spread by our opponents."

The proposed FY 2017 City budget includes the tax as a means to pay for \$400 million in new investments over five years, including: expanding pre-K programs to serve up to 25,000 pre-school children, creating 25 community schools, revitalizing city parks, libraries and rec centers, and retrofitting City-owned buildings to make them more energy efficient.

Here's a link to view the new ad: <https://youtu.be/6JITglWfK8>

About PFF

Philadelphians for a Fair Future represents a growing coalition of 62 organizations from all walks of life in Philadelphia, including: Public Citizens for Children and Youth; the

PFF Ad Launches
May 5, 2016
Page 2

Philadelphia Parks Alliance; the Philadelphia Federation of Teachers; Education Voters of Pennsylvania; the Service Employees International Union; Center for Popular Democracy; the Alliance of Community Service Providers; the Delaware Valley Association for the Education of Young Children; Men United for a Better Philadelphia; Ceiba; Action United; Aspira; the Center for Science in the Public Interest; Lodge 5 of the FOP; Local 22, IAFF; District Councils 33 and 47, AFSCME; Youth United for Change; and multiple community development corporations and small business owners from throughout the city.

The Coalition's activities are focused on raising public awareness about the importance of the Mayor's budget investments and the need to enact the Sugary Drinks tax as the only fair way to pay for them.

Contact:

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