

The logo consists of a teal rectangular background. The word "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

## **PFF SET TO LAUNCH NEW AD IN SUPPORT OF EXPANDED PRE-K**

*“Empower” features Rev. Anthony Hall, founder of Triumph Baptist Church, on the importance of expanding pre-K to thousands of children in Philadelphia*

*Philadelphia, May 24, 2016* – Philadelphians for a Fair Future (PFF) today announced that it will launch a second television ad this week. The new 30-second ad, “Empower,” features the Rev. Anthony Hall, the highly-respected minister and longtime civil rights activist, stressing the importance of Mayor Kenney’s proposed expansion of pre-Kindergarten services to 6,500 additional children across the city.

“Empower” will air on local broadcast TV stations for the duration of the campaign, which culminates with the expected vote of City Council on the Sugary Drinks Tax, which the Mayor has proposed as a means of financing pre-K expansion, 25 new community schools, and the revitalization of neighborhood parks, libraries and rec centers.

“The Mayor’s proposal is critically important to the future of our children and our city,” said PFF spokesman Kevin Feeley. “This new ad will help our fellow citizens understand that expanded pre-K is a vital step in providing children with a quality education, which is the great equalizer in the fight to lift people out of poverty. And there is no better spokesman for this program than Rev. Hall, a highly-respected faith leader and longtime activist for the rights of poor people in our city.”

The proposed FY 2017 City budget includes the Sugary Drinks Tax as a means to pay for over \$400 million in new investments over five years, including: expanding pre-K programs, creating 25 community schools, revitalizing city parks, libraries and rec centers, making a \$26 million pension fund contribution and retrofitting City-owned buildings to make them more energy efficient.

Here’s a link to view the new ad: <https://youtu.be/Qtojt10kz5M>

### **About PFF**

Philadelphians for a Fair Future represents a growing coalition of 81 organizations from all walks of life in Philadelphia, including: Public Citizens for Children and Youth; the

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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.

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