

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 TWO NEW TV ADS FOR EXPANDED PRE-K

“Town Hall” features Mayor Kenney and “Empower” stars Rev. Anthony Hall of Triumph Baptist Church, on the need for expanded pre-K in Philadelphia

Philadelphia, May 26, 2016 – Philadelphians for a Fair Future (PFF) today announced that it will launch two new television ads this week: “Town Hall” and “Empower,” both stressing the importance of Mayor Kenney’s proposed expansion of pre-Kindergarten services to 6,500 additional children across the city.

“Town Hall” features Mayor Jim Kenney addressing the subject at a town hall-style meeting, while “Empower” stars the Rev. Anthony Hall, the highly-respected minister, civil rights activist and founder of Triumph Baptist Church in North Philadelphia. Each of the 30-second ads will air on local broadcast TV stations for the duration of the campaign that will culminate 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 ads reflect the views of tens of thousands of Philadelphians who have expressed strong support for expanding quality pre-K throughout the city,” said PFF spokesman Kevin Feeley. “PFF itself is a broad coalition of 81 organizations from all walks of life in Philadelphia, representing thousands of our fellow citizens who support the Mayor’s proposal.

“We know that the Sugary Drinks Tax is the fairest way to pay for expanded pre-K and all of the other elements of the Mayor’s proposal – including 25 community schools and rebuilding our neighborhood parks, libraries and rec centers,” Feeley said. “The new ads help us balance the scales in explaining the facts to our fellow citizens.”

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 ads:

<https://www.youtube.com/playlist?list=PLTAebOKyINwe9vn748rfD7RI5GbloqEtN>

PFF Ads Launch
May 26, 2016
Page 2

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 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.

Contact:

May 26, 2016

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