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CITYAVE DISTRICT **LIGHTS UP THE AVENUE**

**The City Avenue Special Service District will Celebrate the
Recent Growth and Revitalization of the District with an
Official Ceremony to Light the “CityAve” Sign**

Philadelphia, PA (September 26, 2007) – On Wednesday, Oct. 10, at 5:30 p.m. business leaders, local politicians and members of the City Avenue Business Alliance will gather at the new PNC Bank on City Avenue for a special event marking the lighting of the CityAve overpass sign. At 6:45 p.m. attendees will make their way to the pedestrian walkway along City Avenue for the official sign lighting ceremony. The PNC Bank on City Avenue, the first “Green” PNC branch in the Philadelphia area, is one of a number of new businesses opening on City Avenue between Presidential Blvd and Belmont Avenue adding new vitality and energy to this exciting district.

With expansive additions of Target and PNC Bank and restaurants such as California Pizza Kitchen and Chipotle in the Target Center, CityAve leaders and board members felt it was the perfect time to officially light the “CityAve” overpass sign that serves as a welcome for the District as it’s located at the exit of the Schuylkill Expressway. “This is an exciting time for us,” said Terrence Foley, CEO of the CityAve District. “The recent addition of the Target Center has created many new opportunities for development. By lighting the CityAve sign we hope to show off the impressive growth in our District as well as the new opportunities City Avenue has to offer.”

The new “Green” PNC Bank located in the Target Center, the host of the event, is a perfect example of the innovative developments taking place within the District. This is the first “Green” PNC branch in the Philadelphia area. It was built using a variety of recycled materials

including recycled carpet and recycled aluminum siding. The branch has special energy efficient glass that helps to regulate temperatures inside the bank reducing the need for electric or gas powered heating and cooling systems. The restrooms use low water flow toilets and all of the wood materials used throughout the branch were made from sustainable forests that replace each cut tree by planting another.

“We are so pleased to be a part of this ever-expanding community,” said Ralph Luna, Branch Manager of the new City Avenue PNC Bank. “Not only are we bringing our banking services to the District but we are able to introduce new sustainable “Green” technologies to the area as well.” In addition to the new Target store and restaurants opening along City Avenue, 6 ABC TV recently announced plans to re-build and expand their studios at the corner of City and Monument Avenues.

The CityAve District offers the best of both the city and the suburbs. The District is home to Saint Joseph's University and the Philadelphia College of Osteopathic Medicine (PCOM), Saks Fifth Avenue, Lord and Taylor, a variety of specialty shops, numerous class A office buildings and apartment complexes. The CityAve area contains over 2.9 million square feet of office space and a variety of hotels, including the Hilton. The City Avenue Business Alliance (CABA) was created by the CityAve District to provide its members with opportunities to network with other CityAve area businesses. Current members include a wide variety of commercial partners representing small independently owned businesses to large corporations.

The City Avenue Special Services District is a collaboration between the City of Philadelphia and the Township of Lower Merion to enhance the public and private sectors of the region extending west on City Avenue from the Schuylkill Expressway to 63rd Street and Wynnewood Road. From the creation of public safety initiatives to new strategies for development, the CityAve Special Services District is the go-to organization for any individual or business interested in becoming a part of what this exciting region has to offer. For more information about the District, please call 610-747-0311 or visit www.cityave.org.

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