



JOHN TEMPLETON
FOUNDATION



Media Contacts:

David Lapp dlapp@americanvalues.org | 212-246-3942

Frank Robinson frobinson@peopleforpeople.org | 302-494-2978

MEDIA ALERT

Philadelphia Mayor Michael Nutter to Announce Philadelphia as First City to Bring Back Thrift Week (Jan. 17-23)

WHAT: Press conference to announce mayoral proclamation that, after a 45 year national hiatus, Philadelphia is leading the way in re-launching Thrift Week, a celebration of thrift by a diverse coalition of community leaders working in economic development, education, and greening. In addition to the mayoral press conference, activities during the week will include:

- Philadelphia Thrift Leaders Roundtable: Why Thrift? Why Here? Why Now? (Jan. 21) Hosted by People For People, Inc., the Roundtable will bring together community leaders to celebrate Thrift Week's return and to discuss ways to promote thrift in Philadelphia.
- People for People Charter School, in partnership with People for People Community Development Credit Union, to make available limited-match savings accounts for each student.
- William Penn Charter School to hold school assembly on "Thrift and Social Justice." Also, students will participate in service project with People For People Charter School students on Martin Luther King, Jr. Day.
- Free Library of Philadelphia to distribute to all library branches essay by Beneficial Bank president Gerard Cuddy, "Thrift is the Social Movement for the Great Recovery."

WHO: Mayor Michael Nutter and Thrift Week co-sponsors, including the John Templeton Foundation, People For People, Inc., Beneficial Bank, and Institute for American Values. The following spokespersons are available for interviews:

- Reverend Dr. Herbert H. Lusk, II, founder and CEO, People For People, Inc.
- Frank Robinson, Director of Development, People for People Inc.
- Dr. John Templeton, president, the John Templeton Foundation and author of *Thrift and Generosity: The Joy of Giving*.
- David Blankenhorn, president, Institute for American Values and author of *Thrift: A Cyclopedic*.

WHY: National Thrift Week has been neglected in America for the past 45 years. As the home of Benjamin Franklin and the birthplace of our nation, the City of Brotherly Love is leading the way in renewing this American tradition. The return of National Thrift Week could not be timelier considering our nation's present economic and social circumstances.

WHEN: Mayoral press conference to be held on Friday, January 21, 4:00 p.m.

WHERE: People For People, Inc., located at 800 North Broad St. Philadelphia, PA 19130.

To RSVP to attend the Press Conference, please e-mail frobinson@peopleforpeople.org. For more information about National Thrift Week or the Press Conference on Friday, January 21st, contact David Lapp at dlapp@americanvalues.org or 212-246-3942 or Frank Robinson at frobinson@peopleforpeople.org or 302-494-2978.