

JOHN TEMPLETON
FOUNDATION



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MEDIA ALERT

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

WHAT: Mayoral press conference to announce that, after a 45 year national hiatus, Philadelphia is leading the way in re-launching National Thrift Week. A diverse coalition of community leaders working in economic development, education, and greening will join the celebration. In addition to the mayoral press conference, activities during National Thrift 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 discuss ways to promote thrift in Philadelphia.
- People For People Charter School, in partnership with People For People Community Development Credit Union, will make available limited-match savings accounts for their students.
- William Penn Charter School to hold assembly on “Thrift and Social Justice.” Students will participate in a service project with People For People Charter School students on Martin Luther King, Jr. Day.
- Free Library of Philadelphia to distribute Beneficial Bank president Gerard Cuddy’s “Thrift is the Social Movement for the Great Recovery” to all library branches.

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

- Dr. John Templeton, president, the John Templeton Foundation and author of *Thrift and Generosity: The Joy of Giving*.
- Rev. Dr. Herbert H. Lusk, II, founder and CEO, People For People, Inc.
- Dennis Mann, manager, People For People Community Development Credit Union
- Frank Robinson, Director of Development, People For People, Inc.
- 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 more timely considering our nation's present economic and social circumstances.

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

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.**

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