

## PECO SUPPORT LEADS TO REVITALIZATION OF PHILA'S AFRICAN AMERICAN MUSEUM

### *Museum, community revitalized by arts-business partnership*

PHILADELPHIA, PA - April 1, 2010 -How can a museum develop a “must-see” reputation in a city where tourist attractions range from the United States’ first days as a country to one of the city’s tallest buildings dedicated entirely to 21<sup>st</sup> century technology?

“A bold and ambitious vision,” says Romona Riscoe Benson, President and CEO of The African American Museum in Philadelphia (AAMP), “and a partner who shares that vision.”

That partner is PECO and with its \$500,000 donation, the region’s largest utility company and AAMP worked together to create a new core exhibit, Audacious Freedom, and upgraded the Museum to better allow for rotating exhibits. On April 27, the Arts & Business Council of Greater Philadelphia will honor AAMP and PECO as the mid-to-large Business and Arts Partnership as part of its Annual Awards Luncheon, at the Pennsylvania Convention Center.

“Our partnership with PECO represents a tremendous investment by the employees of both our organizations,” Benson points out. “While funding is important, the commitment by the PECO leadership and staff has been remarkable.”

Benson points out that Audacious Freedom, which opened to regional and national acclaim, has been key to AAMP’s developing role as a cultural community center for Philadelphia’s African American population.

“PECO and the AAMP are delighted to work as close partners to celebrate the history of African Americans in Philadelphia,” says Denis O’Brien, President and CEO. “We’re particularly pleased that our employees are involved in scheduling and supporting events and programs at AAMP.”

Every year, the Arts & Business Council recognizes two partnerships, one for a small to mid-size business and arts partnership and the other for larger organizations.

The partnerships include involvement by employees from the businesses, points out Karen B. Davis, President and CEO of the Arts & Business Council. “Of course the arts benefit by sponsorships and financial support, but it’s when everyone comes together as a team through the partnerships that a lasting impact results,” Davis adds.

“PNC Arts Alive, a five-year \$5 million grants initiative that supports the arts in the region, is pleased to be Awards 2010 presenting sponsor,” says Bill Mills, president of PNC for Philadelphia and Southern New Jersey.

“The arts play an integral role in our region’s economy and we are glad to support the arts through PNC Arts Alive and, in particular, through the Arts & Business Council’s Awards Luncheon,” Mills adds.

## **About the Arts & Business Council of Greater Philadelphia**

The Arts & Business Council of Greater Philadelphia, an affiliate of the Greater Philadelphia Chamber of Commerce, develops relationships between business and the arts for the mutual benefit of both and in support of the advancement of the Greater Philadelphia Region. For more information about the Arts & Business Council, visit [www.artsandbusinessphila.org](http://www.artsandbusinessphila.org) or call 215.790.3620.