

VOLUNTEERING A CHANGE OF PACE FOR ASTRAZENECA MANAGER

PHILADELPHIA, PA - March 18, 2010 - On the job, AstraZeneca's (AZ) Jack Pollock is responsible for some of the most specific and consequential details in pharmaceutical marketing. So for a change of pace, he volunteers with arts and cultural organizations... 13 of them, at last count.

"I had been interested in volunteering for awhile so when AstraZeneca became a partner with the Council's Business On Call program, I quickly got on the team," Jack explains.

Jack's promotional regulatory affairs manager's position with AZ is to make sure all promotional material about a particular product closely follows guidelines set forth by the Food and Drug Administration, so every word or reference must be thoroughly reviewed.

"The arts give me a welcome break from the details and takes me to places I otherwise wouldn't go," Jack says with a smile.

Pollock volunteers regularly for the Delaware Center for the Contemporary Arts (DCCA), Delaware Theatre Company and the Hagley Museum in Wilmington as well as arts and cultural groups in Philadelphia and its suburbs.

The Arts & Business Council estimates that Pollock has provided over \$18,000 in time and talent since 2004. "Jack is one of the most helpful, agreeable, and dependable volunteers I have worked with," says Ashlee Lukoff, DCCA's director of special events and member services.

Pollock also volunteers with arts and cultural groups in Chester County and Philadelphia, PA.

In recognition of his efforts, Jack will be honored as this year's Business On Call Volunteer of the Year by the Arts & Business Council of Greater Philadelphia during its April 27 Awards Luncheon sponsored by PNC Arts Alive.

PNC Arts Alive is a five-year \$5 million grants initiative that supports the arts in the Greater Philadelphia and Southern NJ region, 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 them through PNC Arts Alive and in particular through the Arts & Business Council's Awards Luncheon," Mills adds.

Last year, more than 1,500 people attended the Awards Luncheon at the Pennsylvania Convention Center and a similar size crowd is expected this year.

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, visit www.artsandbusinessphila.org or call 215.790.3620.