



FOR IMMEDIATE RELEASE

Media Contact:
Virginia Maroun
215.790.3674

vmaroun@artsandbusinessphila.org

**ARTS & BUSINESS COUNCIL OF GREATER PHILADELPHIA
APPOINTS TWO NEW BOARD MEMBERS**

PHILADELPHIA, PA – November 30, 2007 – The **Arts & Business Council of Greater Philadelphia** is pleased to announce the appointment of prominent business leaders **Matthew Cabrey** of Shire Pharmaceuticals and **Ed Mahlman** of *The Inquirer*, *Philadelphia Daily News*, and *philly.com* to its board of directors.

“We are thrilled to welcome two such notable leaders in the business community to our board,” said Stephen S. Aichele, chair of the Arts & Business Council Board. “Their extensive knowledge in the fields of media and communications will be invaluable to the Council.”

As senior manager of corporate communications, **Matthew Cabrey** is responsible for internal and external communication projects for Shire’s North American operations as well as support of Shire’s Specialty Pharmaceuticals’ brand communication teams. Based at Shire’s North American headquarters in Wayne, Pennsylvania, Matt works with the global corporate communications team on various issues including media relations, sponsorships, community relations and internal communications.

Matt is past chairman and past president of the Philadelphia Public Relations Association, and is a five-time recipient of the Pepperpot Award presented by the Philadelphia chapter of the Public Relations Society of America to recognize outstanding performance in the public relations industry. He has served on the editorial advisory committee for *Tech Times*, the quarterly newspaper of the Eastern Technology Council, and has served as a volunteer with the American Lung Association, the Greater Philadelphia Chamber of Commerce’s membership recruitment project, and as a reading coach with the Philadelphia Reads program.

Ed Mahlman joined the new local ownership team of Philadelphia Newspapers, LLC in 2006 as Chief Marketing Officer responsible for *The Inquirer*, *Philadelphia Daily News*, *philly.com* and other newspaper properties and online products, to help rebrand these newspapers and increase circulation. In its first full circulation-audit period under the new owners, *The Inquirer* grew its circulation for the first time in three years. The *Daily News* is at its highest total in home delivery sales in six years. Page views for *philly.com* are 40% higher than a year ago.

Prior to joining Philadelphia Newspapers, he served as Executive Director of the Pennsylvania Lottery in the first term of Governor Rendell. Ed brings 30 years of branding and retail advertising experience with companies and organizations such as Verizon, Sunoco, the Pennsylvania Lottery, Deloitte Consulting and more. His strength in problem identification has been a key to developing effective communications programs resulting in Lottery sales growth; dramatic increases in awareness for Deloitte Consulting; usage for Verizon Yellow Pages products; record-breaking attendance at Dorney Park, and more.

<<more>>

About the Arts & Business Council of Greater Philadelphia

The Arts & Business Council of Greater Philadelphia, an affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the national Arts & Business Council of Americans for the Arts, is the region's only nonprofit organization dedicated to cultivating mutually beneficial relationships between business and the arts and cultural institutions located in southeastern Pennsylvania, southern New Jersey, and northern Delaware. Since its inception in 1981, the Arts & Business Council has partnered with the business sector to generate more than \$26 million in contributed goods and services for the region's arts and cultural institutions and has trained and placed more than 2,000 business professionals in a variety of leadership roles within arts organizations. For more information, please visit www.artsandbusinessphila.org or call 215.790.3620.

###