



An affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the national Arts & Business Council

FOR IMMEDIATE RELEASE

Media Contact:

Virginia Maroun, Arts & Business Council of Greater Philadelphia
Phone: 215.790.3674 / Email: vmaroun@artsandbusinessphila.org

**ARTS & BUSINESS COUNCIL OF GREATER PHILADELPHIA
NAMES ALYSON SCHWARTZ ITS VICE PRESIDENT, BUSINESS DEVELOPMENT & SPECIAL
INITIATIVES**

PHILADELPHIA, PA – September 25, 2006 – The Arts & Business Council of Greater Philadelphia today announced that Alyson Schwartz has joined the Council’s staff as Vice President, Business Development & Special Initiatives.

“We are so pleased to have Alyson join the Council,” said Karen B. Davis, President and CEO of the Arts & Business Council. “She will be a great asset to help us achieve development goals and lead our region-wide initiatives that foster and promote connections between the business and arts communities.”

In this newly created position, Schwartz will develop relationships with the region’s businesses to garner financial support for and involvement of executives and professionals in Council programs. She will also lead the planning and production efforts for the Council’s highly anticipated annual Awards fundraising Luncheon. In addition, Schwartz will manage the successful MetLife Forum series of seminars that bring a national focus to the region’s issues that engage the arts and business communities.

Schwartz brings 14 years of experience in marketing, special events and public relations. Prior to joining the Arts & Business Council, Schwartz was Vice President of Marketing with the Greater Philadelphia Chamber of Commerce (GPCC), where she managed many of the organization’s largest and most profitable membership events, and developed creative sponsorship events that raised over a million dollars annually. Previously, Schwartz gained valuable experience in marketing, promotions, public relations, and event planning while working at WPEN/WMGK Radio, *The Philadelphia Business Journal*, and Macy’s.

Schwartz earned a Bachelor of Arts degree in English and a Bachelor of Sciences degree in Communications from the University of Delaware. She participates in the Council’s *Business Volunteers for the Arts (BVA)*[®] program and also serves as a board member of the Settlement Music School’s West Philadelphia Branch. A Philadelphia native, Schwartz currently lives in Center City with her husband and two children.

About the Arts & Business Council of Greater Philadelphia

The Arts & Business Council of Greater Philadelphia, a nonprofit 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 \$22 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, visit www.artsandbusinessphila.org or call 215.790.3620.

###

On the Avenue of the Arts
200 South Broad Street, Suite 700, Philadelphia, PA 19102-3896
P: 215.790.3620 F: 215.790.3600 E: arts&biz@artsandbusinessphila.org
www.artsandbusinessphila.org