

CITY SUBURBAN NEWS

June 3-9, 2009

FIRST ANNUAL CITY AVENUE SPRING FLING

Hundreds of Young Professionals Party on City Avenue



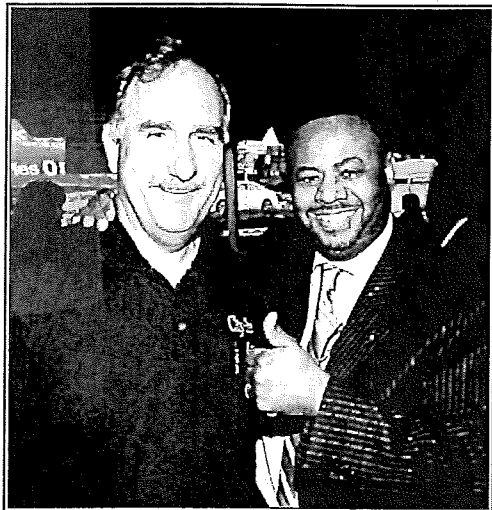
Attending the First Annual City Avenue Spring Fling are, from left – City Avenue media guests, Adam Joseph, 6abc meteorologist and Karen Rogers, 6abc reporter, with Scot Key and Mindy Ambrosino, both of Saks Fifth Avenue.



Enjoying the Spring Fling are, from left – Adam Terranova, Greater Media Philadelphia; Joe Keane, Greater Media Philadelphia; Tina Costello, Greater Media Philadelphia; Christine Razzano-Quickly, Greater Media Philadelphia; Paul Blake, Vice President of Sales for Greater Media Philadelphia.



All smiles at the Spring Fling are, from left – Joseph and Sandy Ball of Narberth, PA with daughter Yelane Rosenbaum of Ardmore, PA.



Attending the Spring Fling are, from left – Terrence Foley, President and CEO of the City Avenue Special Services District and Philadelphia Councilman Curtis Jones, Jr., 4th District.



Enjoying the Spring Fling are, from left – Attorney John T. Robertson, Jr.; Sue McInerney; Heather Hoehn; City Avenue Spring Fling committee member Sally Concheuski.

The First Annual City Avenue Spring Fling was a great success on Wednesday, May 13, when hundreds of young professionals that work for businesses located in the City Avenue Special Services District came out for a night of fun! With perfect weather, the music and food festival, held in the parking lot of 555 City Avenue, featured live music by Love Seed Mama Jump, a spring and summer-themed fashion show by Saks Fifth Avenue, rides on Segways (showcasing the security patrols of City Avenue's Community Service Representatives), local media personalities, great food and drink, and lots of prizes. The purpose of this free, outdoor event was to show off the vitality that lights up City Avenue from the Schuylkill Expressway down to 63rd Street, and the purpose was certainly accomplished!

The City Avenue Special Services District is a collaboration between the City of Philadelphia and the Township of Lower Merion to enhance the public and private sectors of the region extending west on City Avenue from the Schuylkill Expressway to 63rd Street and Wynnewood Road. For information about the District, call 610-747-0311 or visit www.cityave.org.

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