

# Advertising Communications Times

## August/July 2009

# IN THE SPOTLIGHT

## Hundreds of Business Staffers At First City Ave. Festival

Hundreds of business men and women who work in the City Ave., Philadelphia-Lower Merion area were in attendance recently at the first annual music and food festival.

The event was planned in cooperation with businesses located within the City Ave. special services district.

They included: 555 Associates, 6abc, American Executive Centers, Crowne Plaza Philadelphia Main Line, Greater Media Philadelphia,

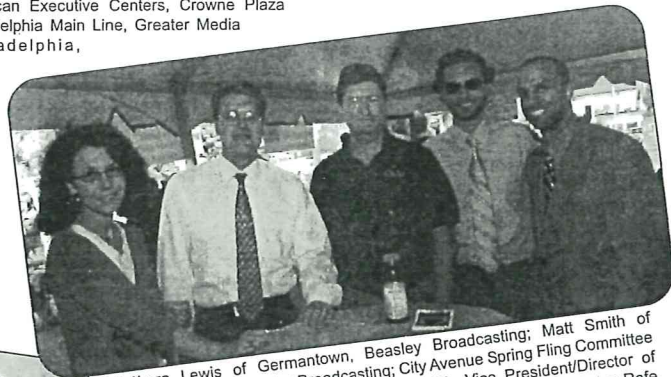
Hopeful Solutions, Saks Fifth Avenue, and TD Bank.

The District is a collaboration between the City of Philadelphia and the Township of Lower Merion.

The media advisors for the event were Sharla Feldscher, [sharla@sf-pr.com](mailto:sharla@sf-pr.com), Tel.: 215-285-4868; and Allison Cradic, [Allison@sf-pr.com](mailto:Allison@sf-pr.com), Tel.: 215-285-4867.



(l-r) City Avenue Spring Fling Committee Member Paul Blake, Vice President of Marketing, Greater Media Philadelphia; City Avenue Spring Fling Committee Member Mike Monsell, Vice President/Director of Creative Services, 6abc; Monica Malpass, 6abc anchor.



(l-r) Lora Lewis of Germantown, Beasley Broadcasting; Matt Smith of Landenberg, PA, Beasley Broadcasting; City Avenue Spring Fling Committee Member Mike Monsell of Conshohocken, PA, Vice President/Director of Creative Services for 6abc; Tim Fenstermacher of Roxborough, 6abc; Rafe D'Amico of Wayne, PA, Beasley Broadcasting.



(l-r) Carri Tovksy of Fairmount; Yelane Rosenbaum of Ardmore, PA; Randi Rentz of Penn Valley, PA; Dallyn Pavey of Radnor, PA.



(l-r) Steve Morrison of WMMR-FM; City Avenue Spring Fling Event Planner Hope Feldscher, Hopeful Solutions; Karen Rogers and Adam Joseph of 6abc.



(l-r) Attorney John T. Robertson, Jr.; Sue McInerney; Heather Hoehn; City Avenue Spring Fling Committee Member Sally Conchewski.