



MEDIA ADVISORY:
Wednesday, March 31, 2010

Contact: Erika L. Griffin, 215-927-9546
Director of Community and Government Affairs , OARC

Wanda M. Odom. 215-893-4267
Bellevue Communications Group

\$20 million Gateway project planned for NW Philadelphia

City, township, SEPTA partnership will redevelop streetscape, transit station and mall

PHILADELPHIA – Ogontz Avenue Revitalization Corp. (OARC), Philadelphia’s leading community development corporation, along with state, city and Cheltenham Township officials will announce a \$20 million project to transform upper Ogontz Avenue into Philadelphia’s “Gateway to the Northwest.”

At a news conference to be held on **Wednesday, April 7, 2010** at the intersection of Ogontz and Cheltenham Avenues, officials will outline three redevelopment projects to transform this important gateway: a new streetscape that extends from Middleton Street to 80th and Ogontz Avenue; a new SEPTA bus loop that will transform the vehicle and pedestrian traffic at the intersection; and dramatic new upgrades to the Cheltenham Mall, including a major expansion of the Brown’s ShopRite, making it one of the largest supermarkets in the state. The projects reflect a “new and collaborative vision of Ogontz Avenue as a thriving and beautiful commercial corridor leading to an extensive and outstanding retail shopping experience, business services and mass transit connections where everybody feels welcome,” said Jeff Brown, CEO of Brown’s ShopRite. At the same time, the Gateway project will create over 400 new permanent and temporary jobs.

“This project promises to create an extraordinarily vibrant entryway to the city’s Northwest section,” said Jack Kitchen, President and CEO of OARC, which for 26 years has fostered economic development and revitalization in Northwest Philadelphia. “These investments will raise the Northwest’s profile as a desirable place to live, work and play.”

WHO: State Reps. Dwight Evans and Cherelle Parker
Jack Kitchen, OARC President and CEO
Kevin Dow, Deputy Commerce Director and COO for the City of Philadelphia
Cheltenham Township Commissioner Art Haywood
SEPTA General Manager Joseph Casey
Jeff Brown, CEO of Brown’s ShopRite (anchor store in Cheltenham Mall)
Chataun Porch, General Manager Cheltenham Mall

WHAT: Announcement of \$20 million “Gateway to the Northwest” redevelopment project

WHEN: Wednesday, April 7, 2010 at 10 AM

WHERE: 2510-16 West Cheltenham Avenue, Philadelphia (near corner with Upsal Street,
In front of the Check Cashing)
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