

## Tastykake Outlet Store Opening-May 28, 2008

Through the support of Tasty Baking Company, PNC and Ogontz Avenue Revitalization Corp. (OARC), a new Tastykake Thrift Outlet Store opened on May 28<sup>th</sup> at 7155 Ogontz Avenue, in the busiest section of West Oak Lane's business corridor, the Ogontz Plaza.

The store will be staffed by local high school students involved in a WorkReady Philadelphia program operated by Allegheny West Foundation and managed by the Philadelphia Youth Network. WorkReady Philadelphia is a city-wide, year-round effort to provide 14 to 21 year old youth with the preparation they need to succeed in the world of work. The students will learn how to operate a business by selling a wide array of Tastykake products at discounted prices. All profits from the Tastykake Thrift Outlet Store will be used to help fund the Allegheny West Foundation. One of the highlights of the store's opening was PNC's check presentation of \$100,000 donated to assist Allegheny West with the education and job-training components of the WorkReady Program.

The store will be open 10:00am-6:00pm, Monday-Saturday. The store manager is William Brown, Program Coordinator for Allegheny West and the assistant manager is Erin Fullard who is one of the program's success stories. She is a 2007 graduate of their work readiness program, attended Community College of Philadelphia, and is currently attending Temple University.



Pictured (l-r): Edward Kozmar (V.P. Media Relations, PNC), Charles Pizzi (CEO, Tasty Baking Co.), Ronald Hinton, Jr. (President, Allegheny West Foundation), Carol Clark Lawrence (Sr. V.P. Territory Manager-Community Development Banking, PNC), State Representative Dwight Evans and "Kirbee the Krimpet" (Tastykake's mascot).