

MEDIA ADVISORY FOR TUESDAY, SEPTEMBER 8

MEDIA CONTACT:

Richard Swartz, Executive Director, Bloomfield-Garfield Corporation
412.441.6950, ext. 11
RickS@bloomfield-garfield.org

NEW HOUSING TO BENEFIT NEIGHBORHOODS THROUGH BLOOMFIELD-GARFIELD CORPORATION AGREEMENT WITH PNC BANK

Six-year plan will also focus on elimination of blight, educational and employment programs

PITTSBURGH, Sept. 3, 2009 – The Bloomfield-Garfield Corporation (BGC) will announce the details of a six-year collaboration with PNC Bank to address blight, increase homeownership and rental opportunities for low-income residents, provide education and employment programs for neighborhood youths and offer financial education, job training and placement services for adults.

Rick Swartz, executive director, Bloomfield-Garfield Corporation, will host a tour of new housing and related developments in Garfield and provide details of their community development initiatives. He will be joined by David Hopkins, PNC Bank market manager for community development banking in Western Pennsylvania and Eastern Ohio.

- What:** An announcement of plans to continue community development in portions of the Garfield, Friendship, and Bloomfield neighborhoods with financial support from PNC Bank.
- When:** Tuesday, September 8, 2009, from 11:30 a.m. to noon
- Where:** 5015 Broad Street in the Garfield section of the city of Pittsburgh
- Visuals:** New housing investments in a formally blighted section of Garfield
- Why:** Leveraging resources of advocacy, planning, physical and economic development, and delivery of critical services, Bloomfield-Garfield Corporation has been committed to turning around the communities it serves for more than 30 years. In the process, BGC has built affordable homes and apartments, facilitated the delivery of health-care services at neighborhood schools, attracted arts and related enterprises to vacant storefronts and began planning for the first public investment in the infrastructure of the commercial corridor in 50 years.

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