

NEWS



NEWS

MAYOR'S OFFICE OF COMMUNICATIONS

John F. Street, Mayor
Joe Grace, Acting Director of Communications
www.phila.gov

City Hall - Room 216
Philadelphia, PA 19107
Phone: 215-686-6210
Fax: 215-686-2170

For Immediate Release: September 12, 2006

City to unveil Second Round of Anti-violence Public Service Announcement Campaign

Philadelphia, PA – Today Mayor John F. Street and the City of Philadelphia unveiled the second round of a public service campaign featuring Sylvester Stallone as part of a citywide campaign to keep Philadelphia safe and increase community involvement in Town Watch

“Sylvester Stallone has continued to show his love for Philadelphia. Last summer during Project Brotherly love when Philadelphia was coming to the aide of Hurricane Katrina Victims, Sylvester personally called me to ask how he could help. This year, when he saw the recent spike in homicide numbers, he again offered to help and donated his time and energy to produce this Public Service Announcement,” said Mayor Street. “This public service announcement is another valuable tool helping us continue to reduce the recent spike in gun violence. Major crime is down by approximately 16%. That success should give our citizens the confidence that we can and will manage the current spike in gun violence.”

As part of Operation Safer Streets, the City’s comprehensive long-term commitment to more focused policing, engaged communities, intensive social and City services, along with a commitment to stronger gun laws, the City is asking all local electronic media outlets to air the public service announcement during their regular programming.

“We all love our city,” continued Street. “Together we will prevail in this fight against gun violence. This is our house. It must be respected. It will be protected; we will ensure the safety of every neighborhood, every family and every child.”

###