

**PRESS RELEASE**

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**CITY OF PHILADELPHIA'S COMMERCE DEPARTMENT AWARD \$50,000 TO  
SUPPORT UNIQUE PEER GROUP LENDING PROGRAM FOR LOW-INCOME  
MICROENTREPRENEURS:**

**Event also featured winners of seed grants from  
"Trickle Up," a worldwide program**

PHILADELPHIA, PA (June 28) - Yesterday afternoon, at a ceremony in the Mayor's Reception Room, City Hall, Director of Commerce, James J. Cuorato, presented a \$50,000 grant from the City of Philadelphia to help low-income microentrepreneurs. The funds, awarded to the Philadelphia Development Partnership (PDP), will be used to support PDP's peer group lending program, Community Capital Works, the only one of its kind in the state of Pennsylvania, in which group members approve and are responsible for the repayment of one another's loans.

Leslie Benoliel, executive director of PDP, accepted the \$50,000 check. The event also showcased four local microentrepreneurs, each the recipient of a \$500 seed grant from the Trickle Up Program, a worldwide organization that provides business tools and startup capital to low-income microentrepreneurs. The grant recipients - Patricia Giple, a

caterer, Linda Avery, a women's clothing manufacturer, Shirlee Brinson, a manufacturer of infant and toddler undergarments, and Geneva Lucas, an interior decorator - were present to receive their checks from the director of the Trickle Up USA Program, Darius Ellis. In ninety days, they will be eligible to receive an additional \$200 in grant money from Trickle Up. All four women are active members of PDP's peer group lending program.

The event was attended by dozens of area microentrepreneurs, as well as community leaders and others who view microenterprise development as an important neighborhood revitalization strategy.

A microentrepreneur is defined as the owner of a business that typically employs less than five people, has less than \$100,000 in annual revenues, is home-based, and provides a product or service to his or her local neighborhood markets.

Founded in 1989, the Philadelphia Development Partnership is a private, nonprofit organization whose mission is to promote economic development in low and moderate-income neighborhoods of the Philadelphia metropolitan region. PDP provides small amounts of credit, business development services and networking opportunities to low-income entrepreneurs.

PDP is an affiliate of the Greater Philadelphia Urban Affairs Coalition, which brings together business and community leaders to solve urban problems.

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