



Philadelphia Development Partnership

1334 Walnut Street, 7th Floor
Philadelphia, PA 19107

FOR IMMEDIATE RELEASE

Contact: Leslie H. Benoiel
Executive Director
Philadelphia Development Partnership
(215) 545-3100
ibenoiel@pdp-inc.org

PHILADELPHIA DEVELOPMENT PARTNERSHIP HOLDS THIRD ANNUAL BAKE-OFF CONTEST BENEFITING NEIGHBORHOOD BUSINESSES

PHILADELPHIA, PA (November 30) – Philadelphia Development Partnership (PDP), a non-profit organization and the region’s leading provider of micro-loans and business development services to low- and moderate-income entrepreneurs, is sponsoring “Taste of Success,” PDP’s Annual Holiday Bake-off and Fundraiser on Friday, December 3, from 5:30 p.m. to 8:30 p.m., on the 42nd floor of the Mellon Bank Center in Philadelphia. More than 350 entrepreneurs benefited from a PDP loans or business development services this year—among them child care providers, specialty gift merchants, hair and nail stylists, bakers, caterers, contractors and professional service providers—who are starting or expanding a microenterprise in the inner city neighborhoods of Philadelphia. A microenterprise is a business with five or fewer employees that has initial capital needs of less than \$35,000.

The bake-off contest will feature ten entrepreneurs in the catering or food service industry who will offer samples of their delicious, homemade desserts to event attendees. Three judges will be selected to sample all of the entries and will determine the winners. This is the third time that PDP is holding a bake-off contest, due to the

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overwhelmingly positive feedback from attendees and bake-off contestants after prior year's events. In addition, many other PDP clients are expected to attend, giving supporters, corporate and community partners, and government officials the opportunity to hear first-hand about their business successes and challenges. Commerce Bank is the lead sponsor of PDP's 2004 Holiday Bake-off, joined by Aegis Realty Consultants, AmeriChoice, Becker & Frondorf, Beneficial Savings Bank, Citizens Bank, Osiris Group, Inc., Susquehanna Patriot Bank, Sovereign Bank, The Bancorp Bank, Urban Consultants, Inc. and Urban Partners.

In addition to the bake-off contest, PDP will hold a silent auction, featuring donated items such as dinner for two at Fork Restaurant, a one hour massage therapy session and a private, customized architectural tour of Memorial Hall in Fairmount Park. Proceeds from the event will support PDP's programs and services for entrepreneurs struggling to start-up or expand microenterprises in neighborhoods throughout the region,

Founded in 1989, PDP is a private, nonprofit organization whose mission is to promote economic development in low and moderate-income neighborhoods of the Philadelphia 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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