



NEWS RELEASE
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APM RAISES \$100K TO BRING HOLIDAYS TO 2,700 NEEDY CHILDREN
Agency also announces Henry Cisneros to join corporate advisory board

Philadelphia, PA—Asociación Puertorriqueños en Marcha (APM), a bilingual and bicultural housing, health and human services agency, surpassed expectations today when it announced a grand total nearing \$100,000 raised through its 32nd Annual Children's Benefit and Scholarship Banquet, presented for the second year in a row by The Nielsen Company. The funds will go towards the purchase of holiday gifts for 2,700 needy children whose families receive services through APM's programs. "We are thrilled and grateful to the sponsors and supporters of tonight's event," declared APM President and CEO Nilda Ruiz.

The event was highlighted by a videotaped message from its latest Corporate Advisory Board member, Henry Cisneros, who served as United States Secretary of Housing and Urban Development under the Clinton Administration. Cisneros, who was named the 2007 "National Housing Person of the Year" by the National Housing Conference, is particularly interested in APM's successes in developing once-blighted areas of North Philadelphia. The agency has built more than 100 new homes for low to middle-income families with its Pradera I and Pradera II projects, and is slated to add an additional 40 homes with the start of its Pradera III development project. As a part of the Corporate Advisory Board, Cisneros will aid APM in its efforts to raise \$16 million for its new headquarters at 6th & Susquehanna, anticipated to open in 2009.

Also introduced at the benefit were APM Adelante Award Winner Tommy Espinoza, President and CEO of the Raza Development Fund, and Senator Shirley M. Kitchen, who was honored with the agency's inaugural Community Forward Award. Espinoza, a native of Phoenix, Arizona, is a prominent architect of Hispanic community and business development, with over 30 years of experience in the public, private, and nonprofit sectors. Senator Kitchen, whose district includes many of APM's developments, was honored for her advocacy in the areas of mental health, prison and corrections reform, support for working families, substance abuse treatment, the environment, health care, and AIDS.

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APM is a Latino based health, human services and community development organization committed to assisting Philadelphia area families to achieve their full potential by offering a conglomerate of programs and services including education for children, mental health support, drug and alcohol treatment, health prevention and promotion and access to affordable housing options. APM serves more than 9,000 individuals a year as it works with public-private funders to help improve the quality of life for all Philadelphians.