



August 11, 2017

Dear Civic Leader:

In September, the Parkway Council will kick off the celebration of the 100th anniversary of the Benjamin Franklin Parkway (“Parkway 100”). The 14-month celebration will conclude in November 2018, soon after the 100th anniversary of the introduction of vehicular traffic to this grand boulevard.

Over the last 100 years, the Parkway has become a key fixture in the civic life of Philadelphia. The Parkway is home to celebrations great and small in our city, including Thanksgiving Day and Wawa Welcome America. It is also home to many of our most treasured cultural institutions, including the Philadelphia Museum of Art, The Franklin Institute, the Free Library of Philadelphia, the Academy of Natural Sciences of Drexel University and, more recently, the Barnes Foundation. From bike races to the Philadelphia Marathon, to Papal Masses and the NFL Draft, our Parkway is a source of civic pride for all Philadelphians.

The Parkway is also home to institutions that speak to our American value system: religious institutions such as the Cathedral Basilica of SS Peter & Paul, and the new temple of the Church of Jesus Christ of Latter-day Saints; educational institutions such as Moore College of Art & Design and Friends Select; and an ever growing neighborhood of residential areas that provide an outstanding quality of life for our citizens. These all make the Parkway a wonderful place to live and work.

Parkway 100 will begin on September 8, 2017 with the “We Are Connected” Festival, which will provide all Philadelphians with an opportunity to experience all that our Parkway institutions have to offer. In addition, many activities are planned throughout the 14 months to highlight the myriad elements that make our City and the Parkway a wonderful place for learning and recreation.

Through the generous support of the William Penn Foundation, the Parkway Council, in collaboration with the Association for Public Art, will present an art installation called *Winter Fountains for the Parkway*, which will be visible from December 2017 through mid-March 2018. Additional information about this and other Parkway 100 exhibitions, events, community conversations and promotions can be found at www.parkway100.org.

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Of course, none of these great activities can happen without financial support, and the Parkway Council is fortunate to have garnered the investment of some corporate and institutional partners. We now seek 100 civic leaders to join us in helping to finance this celebration. For a tax-deductible gift* of \$1,000 or more, we will include you in the list of individual supporters of this wonderful celebration, and keep you up to date on our robust schedule of Parkway 100 exhibitions, events, and community conversations. We ask that you consider this request seriously, and we would be happy to discuss any questions you might have. Please feel free to contact Parkway Council Executive Director Judi Rogers at jrogers@parkwaycouncil.org or 215-763-3427.

Checks of Parkway 100 support made payable to “Parkway Council Foundation” can be sent to:

Parkway Council Foundation
c/o Free Library of Philadelphia
1901 Vine Street, room 400
Philadelphia, PA 19103
Attn: Yolanda Navarette

If you prefer to pay by credit card, you may use Paypal at:

<http://www.parkwaymuseumsdistrict/support-us>

On behalf of the Board of Directors of the Parkway Council, thank you very much for considering this opportunity to support our plans for a once-in-a-century celebration of the Ben Franklin Parkway!

Sincerely,



Cecelia Fitzgibbon
President, Moore College of Art & Design
President, Parkway Council Board

* The Parkway Council Foundation is a non-profit 501(c)(3) organization, and all contributions are tax-deductible as allowable by law. Tax ID# 23-2309992



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Enhancing & Promoting the Parkway

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