

Philadelphia Senior Center, 509 S. Broad Street, Philadelphia, PA 19147

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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PHILADELPHIA SENIOR CENTER & COMCAST-SPECTACOR DISTRIBUTE FANS TO HELP SENIORS BEAT THE HEAT

*- FAN FAIR Planned for **Tomorrow, Tuesday, July 10, 2007** -*

Philadelphia, PA – In response to the current hot weather in the Delaware Valley, Philadelphia Senior Center (PSC), with community partner Comcast-Spectacor, intensifies its outreach efforts to the elderly by launching its annual “FAN FAIR.” A fan distribution will be held at Philadelphia Senior Center on Tuesday, July 10, 2007 from 9am – 11am, at PSC Main Branch, 509 South Broad Street, Philadelphia, PA 19147. To receive a fan participants must be age 55 or older and present **identification with a birth date on it**. Fans will be distributed first come, first serve beginning at 9am. Comcast-Spectacor is picking up the cost of all of the fans to insure a free fan for the first 300 visitors to the Center. Home Depot is delivering the fans free of charge.

Members of the Comcast-Spectacor Family of Companies, including Philadelphia Flyers Ambassador of Hockey Bob Kelly and Philadelphia Phantoms mascot Phlex, will be on hand to distribute fans.

“Fan Fair is part of Philadelphia Senior Center campaign to help Philadelphia seniors ‘beat the heat,’ “ said PSC Chief Executive Officer Robert J. Groves. “Seniors are more vulnerable to heat-related illness because your internal thermostat changes as you age, and often the person doesn’t realize they are in danger of heat exhaustion.”

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PSC/ (215) 546-5879/ FAN FAIR HELPS SENIORS BEAT THE SUMMER HEAT

As part of FAN FAIR, PSC has released the following heat advisory suggestions:

- Drink plenty of water, even if you are not thirsty.
- Avoid drinks with alcohol or caffeine.
- Wear light-colored, lightweight, loose clothing. Wear a hat or use an umbrella.
- Spend as much time as possible in an air conditioned environment (like PSC).
- Take additional cool baths and showers; use a spray bottle to sprinkle yourself with water.
- Travel when heat is less intense (morning hours).
- Check with your doctor about your medication or any illness you may have and any special directions he/she may have during the hot weather.

PSC has taken the lead in educating the community about the effects of the heat on the elderly since the tragic heat wave of 1995 when over 110 older adults perished. PSC as well as other area organizations, responds to excessive heat warnings and predicted heat waves with efforts to reach those at risk.

PSC's FAN FAIR program was developed in 1993 in response to an extended and deadly heat wave in Philadelphia. The program distributes fans to the elderly and has given away more than 8,000 fans since its inception. FAN FAIR is an award-winning program which has been recognized locally and nationally. Other elements of PSC's "beat the heat campaign" include extended hours during heat emergencies, distributing heat advisory tips, and providing a refuge for those who don't have a cool place during the day.

Philadelphia Senior Center's commitment to the area's older population spans over 55 years. PSC creates opportunities for older people to live healthy, active lives while remaining independent in their homes and community. Services include in-center counseling, fitness classes, financial management services, transportation services, emergency financial assistance, and recreational programming.

A very active community partner, Comcast-Spectacor (comcast-spectacor.com) is the Philadelphia-based sports and entertainment company which owns the Philadelphia Flyers (NHL), the Philadelphia 76ers (NBA), the Philadelphia Phantoms (AHL), the two arenas in which their teams play, the Wachovia Center and Wachovia Spectrum, four Flyers Skate Zone community ice skating and hockey rinks and Comcast SportsNet Philadelphia. In addition, Comcast-Spectacor is also the principal owner of Global Spectrum, the fastest growing firm in the public assembly management field with more than 70 facilities throughout the United States and Canada; Ovations Food Services, a food and beverage service provider; New Era Tickets, a ticketing and marketing company for public assembly facilities; Front Row Marketing Services, a commercial rights sales company; and 3601 Creative Group, a full-service in-house advertising agency. In a partnership with Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectaculars on NBC.

For more information about FAN FAIR or PSC, call (215) 546-5879 or visit www.philaseniorcenter.org .