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For Immediate Release:

**COMCAST-SPECTACOR AND PHILADELPHIA SENIOR CENTER JOIN
FORCES TO BEAT THE HEAT**
***300 FREE FANS TO BE DISTRIBUTED TO SENIORS ON JULY 21 AT 10
A.M.***

PHILADELPHIA—(July 20, 2011), In response to the extremely hot weather in the greater Philadelphia region, Comcast-Spectacor will join Philadelphia Senior Center (PSC) in distributing 300 FREE fans to seniors during the annual “FAN FAIR.” The fans will be distributed on a **first-come, first-served** basis on **Thursday, July 21** from **10 a.m. until 12 p.m.** at **PSC Main Branch, 509 S. 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. The Comcast-Spectacor Foundation is picking up the cost of all of the fans and Comcast-Spectacor volunteers along with Philadelphia Senior Center staff and members will be on-hand to distribute fans.

“In these extremely hot conditions, it’s important to make sure everyone has an opportunity to stay cool, especially the elderly,” said Comcast-Spectacor President Peter Luukko. “Comcast-Spectacor has been participating in the Fan Fair for several years now and it is our pleasure to give back to the community which has been so supportive of us.”

“Fan Fair” is part of Philadelphia Senior Center’s annual “beat the heat” campaign to help Philadelphia seniors prevent heat-related illnesses and deaths. “Seniors are more vulnerable to heat exhaustion because the body’s internal thermostat changes as one ages, and often the person doesn’t realize they are in danger,” said Philadelphia Senior Center Director Victoria MacKenzie Lynam.

In addition to complimentary fans, PSC will extend its hours during the heat wave, closing at 6 p.m. instead of 4:30 p.m., and shares the following tips with seniors to help them prevent heat exhaustion:

- 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 a senior center).



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- Take additional cool baths and showers; use a spray bottle to sprinkle yourself with water.
- Travel when heat is less intense such as 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.

Philadelphia Senior Center 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 more than 110 older adults perished. The Center, as well as other organizations throughout the area, responds to excessive heat warnings and predicted heat waves with efforts to reach those at risk.

PSC's award-winning Fan Fair program is credited with distributing more than 8,000 fans to the elderly since its inception and has been recognized locally and nationally and emulated by surrounding communities, hospitals and area agencies.

For more information about upcoming events, programs and services or general information please call (215) 546-5879 or visit www.philaseniorcenter.org.

ABOUT PHILADELPHIA SENIOR CENTER:

A proud member of the NewCourtland Network, Philadelphia Senior Center (PSC) is the third oldest senior center in the country and as one of the largest senior centers in Pennsylvania keeps thousands of seniors active and independent in their homes and communities every year and has done so for the past 60 years. PSC touches the lives of more than 5,000 older adults each year serving as a resource for recreation, group meals, health & wellness education and other supportive services for adults 55 and older. For more information about Philadelphia Senior Center call (215) 546-5879 or visit www.philaseniorcenter.org or www.newcourtland.org.

ABOUT COMCAST-SPECTACOR:

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 home for both teams, the Wells Fargo Center, and four Flyers Skate Zone community ice skating and hockey rinks. 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 100 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 Paciolan, the leading provider of venue enablement, ticketing, fundraising and marketing technology solutions. In a partnership with Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectaculars on NBC.

