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MAJOR ARTERY REVITALIZATION COMMITTEE
A NON-PROFIT ORGANIZATION

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MARC Torresdale Avenue Project Begins

May 9, 2008 – The Philadelphia Industrial Development Corporation (PIDC) acting on behalf of the Major Artery Revitalization Committee (MARC) accepted the bid of Seravalli, Inc. to construct the first phase of the Torresdale Avenue Project (TAP).

The initial phase increases the lighting to the avenue. With new, shorter lamp posts called “pedestrian poles” in the business districts, more light will be shed on the avenue’s sidewalks and storefronts. This design promotes safety and security at night. Hanging flower baskets on the lamp posts will also serve to beautify the landscape. Work is set to begin this summer and the second phase, which includes intersection and crosswalk improvements, will go out to bid shortly after.

“It’s exciting that after years of the concept and design process we will finally break ground on \$2 million worth of improvements to Torresdale Avenue,” said MARC President John Byrne. “We really must thank our elected officials – Councilwoman Joan Krajewski (D-6), state Representative Michael McGeehan (D-173), and Congresswoman Allyson Y. Schwartz (D-13) for their help in securing the funding for this project.”

On Thursday, May 22 at Curran’s Irish Inn, 6900 State Road, 6pm-10pm, MARC celebrates this and other achievements, such as the new SEPTA Loop at Cottman and Torresdale avenues, with their third annual fundraiser. Join the festivities, including food, drinks and door prizes. Tickets are just \$30 and the proceeds will be used to improve the community.

MARC is a non-profit community revitalization organization in Tacony, Wissinoming, East Mayfair, Holmesburg and East Torresdale. For more information, please contact 215-332-MARC or visit www.marc-cleansweep.com.

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