



MEDIA ADVISORY

EVENT DATE: March 19, 2016

Media Contact:

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PHA to Implode Two High-Rises in Sharswood/Blumberg Neighborhood

What:	The Philadelphia Housing Authority (PHA) will implode two of the three high-rises at the Norman Blumberg Development located in North Philadelphia in the Sharswood community. One of the high-rises will be rehabilitated and remain as a senior residence. This is a part of the overall Sharswood/Blumberg Transformation Plan the will yield over 1,200 total housing units with a mix of affordable and market rate rentals and homeownership. The plan also includes the revitalization of the Ridge Avenue commercial corridor. The first phase of this historic redevelopment of the neighborhood started last August as construction began on 57-new rental units.
Who:	Invited guests include: <ul style="list-style-type: none"> ◆ PHA President and CEO Kelvin A. Jeremiah ◆ PHA Board Chair Lynette Brown-Sow ◆ Mayor Jim Kenney ◆ City Council President Darrell L. Clarke ◆ Councilwoman Jannie Blackwell ◆ Congressman Chaka Fattah ◆ State Rep. Donna Bullock ◆ Business Manager of Local 332 Sam Staten, Jr. ◆ Blumberg Family Resident Council President Phara Regusters
When:	Saturday, March 19, 2016 Ceremony begins at 6:30 a.m. Implosion at 7:15 a.m.
Where:	Ingersoll and 23 rd Streets Philadelphia, Pa. 19121 Media Parking on Ingersoll, entrance on 22 nd Street