



2007 PAL Award Dinner Sets Records

The 2007 PAL Award Dinner was the most well-attended event in PAL's history. More than 1,200 people packed the Sheraton Philadelphia City Center Hotel on Tuesday, May 22 as PAL honored Dorrit Bern, Chairman, President and CEO of Charming Shoppes, Inc., Steve Fergie, Vice President of Operations at UPS and Dave Watson, Executive Vice President of Operations at Comcast Cable. The energy and enthusiasm surrounding this Award Dinner, during PAL's 60th Anniversary, helped raise a record breaking \$977,000. It was the second time in the history of PAL that this event exceeded \$900,000 in funds raised.

Bern, Fergie and Watson exemplify the passion and dedication to PAL that has been evident for every distinguished PAL Award recipient. All three have an unmatched commitment to support the mission of "Cops Helping Kids". "This trio of honorees stand for everything that we hope to embody as an organization," said PAL Commanding Officer Lt. Susan Slawson. "Each of them as individuals, in the way they go about their lives and in the way they lead at their respective companies, makes us thrilled to recognize them and celebrate their works."

The success of the Dinner, presented this year by **Comcast**, is contingent upon many people and businesses. Michael Brown of Brown+Partners and Hugh Long of Wachovia Bank served as 2007 Dinner Co-chairs. In addition, John Spagnola of PFM Advisors and Scott



(l to r) Dave Watson of Comcast Cable, Dorrit Bern of Charming Shoppes, Inc. and Steve Fergie of UPS pose with their awards at the PAL Award Dinner on May 22nd.



A group of PAL children recite the pledge of allegiance, leading the attendees at the PAL Award Dinner.

MacPherson of xpedx chaired the Tribute Book Committee and raised an incredible \$317,000, only the second time the book surpassed the \$300,000 barrier. Silent Auction Chairs Rebecca Quinn-Wolf of PNC Bank and Jamie Robinson of Alliance

Marketing Partners helped push the Live and Silent Auction totals over \$70,000 for the first time in history. The combined efforts of this year's chairs and honorees was remarkable and absolutely critical to the overall fundraising success of the event.



Out and About with PAL...



Lori Wilson and Bill Henley, co-hosts of the **10! Show** on NBC 10, visit Tacony PAL for the **Lockheed Martin** Citywide Table Tennis Tournament on May 16th.



The Circus came to Point Breeze PAL on April 11th as clowns from the CircusFit program taught the youngsters the importance of staying fit through several acrobatic demonstrations.



Dunkin' Donuts started a new Penn Relays tradition on April 23rd with the "Cup vs. Cop" race. The race marked the start of the Penn Relays and Dunkin' Donuts made a \$3,000 donation to PAL.

Officer's Arena

By P/O Kraig Henry
Special Projects Coordinator

I've been a Philadelphia Police Officer for 14 years. I was assigned to the Narcotic Field Unit for approximately 10 years. Since being assigned to the Police Athletic League 17 months ago, I've been given a chance to make a difference in another way, by touching and shaping the lives of many of our youth. At a time when so many of our children are looking for the quick fix and are falling prey to what the streets have for them, I find that the need for positive role models is high. PAL's Boys Mentoring and Positive Images programs are breaths of fresh air.

The time is now for us to take a proactive approach and be the fathers, mothers, big brothers and sisters, coaches and mentors we were put here to be.

As PAL officers we interact with children in grades K-12 who struggle on a daily basis in and out of school. The challenges most young people face are often not addressed by adults living in their homes. Yes, they may learn some new Math, English and Science skills that may or may not be shared with their parents. What these adults at home are not hearing from their children are the constant issues of bullying and peer pressure.

Having four children beginning at the pre-school level continuing through high school, I recognize the importance of communication between parent and child in my home and in the PAL Center. As a PAL Officer I see and hear how music videos, radio and what a young person's friend believes may influence their lives. As a Police Officer and father my ability and willingness to converse and the time I have to listen to our young people will help give them positive feedback and guidance.

Our children don't come with directions. We can't download updates to raise pre-teens and teens. There is no EASY button to push when times get hard. We have to lace up our boots and stand our ground as parents, mentors, teachers and PAL officers.



PAL Day at City Hall Inspires Future Leaders

Every February is PAL Month, which features several big events for PAL youngsters. A long-time favorite among them is PAL Day at City Hall.

On February 26th, 27 accomplished teens of the Police Athletic League had the opportunity to be city officials for the day.

The event was marked with a “swearing in” ceremony and a speech by Mayor John Street. Later, the youngsters shadowed city officials such as Mayor Street, Managing Director Pedro A. Ramos, District Attorney Lynne Abraham and Police Commissioner Sylvester Johnson. At the event, the PAL teens learned the ins and outs of how the city of Philadelphia operates. The day is made possible by the generous support of Title sponsor **Lockheed Martin** and clothing supplier **Charming Shoppes**.

All of PAL’s 27 centers were represented as the students were nominated by their officers because of their dedication and participation in PAL, as well as their academic and extra-curricular achievements in the community. In order to be paired with a city official, they had to go through a rigorous interview process overseen by several PAL representatives. The process is designed to match them up with the city official that best compliments

their future interests as well as help them sharpen their interview skills for later in life. Highlighting the group was Archbishop Ryan senior Bridget Dwyer, who was PAL Mayor of the Day.

In preparation for PAL Day at City Hall, Charming Shoppes brought all of the young ladies who were participating in the program to their Fashion Bug store in Northeast Philadelphia. There they treated the 16 young ladies to a brand new business suit completely free of charge.

The suit not only helps them look professional for their day at City Hall, but can be used time and time again as they embark on future job interviews and business meetings.



Three young ladies model new business suits, that were given to them courtesy of Charming Shoppes, Inc. to wear as they shadow Philadelphia City Officials as part of PAL Day at City Hall.



On February 26th, 27 PAL teens were “sworn in” during a mock ceremony as part of PAL Day at City Hall. Later, the teens shadowed various City Officials to see how the city of Philadelphia is run on a daily basis.



Soccer Championships Spark Strong Competition

Youngsters were kicking it at the The Northeast Racket Club & Arena (Grant & Krewstown Rd.) this past April during the PAL **Verizon Wireless** Indoor Soccer Championships. The league is Philadelphia's largest indoor youth soccer league, with 540 participants from 27 PAL Centers. The league culminated its 10 and under and 11-13 year old divisions at the arena with four memorable games (championship and consolation matches). Gibbons PAL, under the direction of Officer Tony D' Aulerio, swept the competition in both age brackets behind great goaltending and fierce defense.

All youngsters participate completely free of charge thanks to Verizon Wireless's sponsorship. Shirts, referees, coaches, trophies, refreshments, equipment and transportation are all provided for the youngsters at no cost. Verizon Wireless has been

amongst PAL's most generous sponsors for more than a decade, donating nearly a half million dollars in that time.

"Our soccer program continues to grow in popularity every year," said PAL Commanding Officer Lt. Susan Slawson. "Indoor Soccer is a very

unique option not readily available for inner city youth. This program for many of our youngsters is the only way they will ever have the opportunity to enjoy the game in their childhood. We are thrilled that so many kids are able to take advantage of this league."



Verizon Wireless Citywide Soccer Championships were held on April 10th and 12th. The program brings soccer to youngsters who normally would not have access to the sport.

PAL Challenges Its Brightest Scholars

Thirty of the organization's top academic achievers showcased their intellect as they competed in a hybrid trivia game called the **IDC/Ivory Tower** PAL Challenge. The game is a unique fusion of "Jeopardy" and "Family Feud". The event took place on April 18th at Temple University. This year, the championship match was hosted by Comcast SportsNet's Derrick Gunn. In a battle of the minds, the students had to answer questions from a variety of genre's including: Sports, Entertainment, Black History, Math, Science and many more. In a tough match, Wissinoming PAL defeated Mill Creek PAL to become the PAL Challenge Champions.

The championship match ended two months of preparation and

competition that began in February between 27 PAL Centers and in-

cluded 162 youngsters from 6th – 8th grade.



The IDC/Ivory Tower PAL Challenge is a fusion of "Jeopardy" and "Family Feud". The championship match was held at Temple University on April 18th and crowned Wissinoming PAL the champion.



An Unmatched Tradition: PAL Basketball Championships

Tradition, competitive attitude and proven winners. That's what occurred at the University of Pennsylvania's Palestra this past Presidents' Day. PAL held its annual **Fitz Dixon** Citywide Basketball Championships. The very same PAL championships have given rise to stars such as Olympic gold medalist Dawn Staley, NBA stars Aaron McKie and Flip Murray and college sensations Maureece Rice, Sean Singletary and Lynn Greer. The program currently boasts 5,000 youngsters, both boys and girls, and is PAL's largest program. The championship games brought out the best from the PAL athletes as they played hard and created memories they will never forget.



*PAL held its **Fitz Dixon** Citywide Basketball Championship games at the University of Pennsylvania's Palestra on Presidents' Day thanks to PAL board member Maureen Rush.*

PAL's Media Lunch Spotlights Many Stars

The Police Athletic League held its annual lunch to thank the media for its support throughout the year on January 31st, at Victors Club at the Wachovia Center. Over 100 media members, ranging from television personalities to newspaper journalists, were in attendance. The program had several highlights including Villanova Men's Basketball Head Coach Jay Wright, who was the keynote speaker.

Additionally, the luncheon marked the introduction of The Sally Berlin Spotlight Award, to be given to a member of the public relations/media industry who has gone above and beyond to put PAL in the spotlight. The first recipient of the award was none other than Sally Berlin who has worked tirelessly to gain visibility for PAL for several decades.

Also receiving awards were PAL Officer of the Year Steve Brennan and Kristen Thomas from Point Breeze PAL. Kristen, a long-time,



(l to r) Jay Wright, Lt. Susan Slawson, Lew Klein, Sally Berlin, Adrian Toro and Dennis Bianchi at the annual PAL Media Luncheon on January 31st.

self-motivated honor student attending eighth grade at St. Martin Deporres School, has received honors each of the last eight years and was named PAL Academic Achiever of the Year. Shaquita Williams of Cozen PAL was the

2007 Athlete of the Year. Shaquita was the only girl to play on the Cozen PAL boys 14 & under basketball team last year. That team, for which she was the starting point guard, won the **Fitz Dixon** Citywide Championship for their age bracket.



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Remember PAL

Please consider PAL when organizing your estate and will. Bequests make a lasting and impactful difference for the future. A gift to PAL is a tremendous way to leave a legacy of happy childhoods and changed lives through the great works of the Police Athletic League. To learn how to remember PAL in your will, please contact Eric Cushing at 215-291-9000 ext. 109.

PAL Snapshots...



Several sprinters compete in a 100-meter race at PAL's track competition on May 3rd at Edison High School.



In a new, pilot program, participants of the Athletes for Kids Program (pictured above) learn new choreography and the importance of dance, courtesy of the Virginia Ballet and the NFL Players Fathers Association represented by Sam McNabb (Donovan McNabb's father).



The UPS gymnastics program marked another year of flips, vaults and hand-stands as they put on a large scale performance in May to show their parents all the new skills they have learned. UPS funds the program and allows PAL to provide new uniforms and equipment.



Boys Mentoring Teaches Important Lessons

In response to the success of the female-driven Positive Images program, PAL is now offering male adolescents their own unique activity, the Boys Mentoring Program. Started in 2005 with 9 centers and approximately 100 youth, this program has grown at a fast pace to now serve over 250 youth, ages 10-18, from 23 PAL centers.

Interactive learning workshops, intriguing guest speakers and educationally engaging field trips have been combined to teach young men about the consequences of criminal activity and gun possession and the dangers of drug and substance abuse. The National Office of Juvenile Justice and Delinquency Prevention reported in 2006 that the hour directly following the close of school from 3 p.m. to 4 p.m. was the highest crime hour for juveniles and that "a comparison of school- and nonschool-day violent crime patterns finds that the 3 p.m. peak occurs only on school days and



The Boys Mentoring Program's opening ceremony on March 21st featured speaker Steve Smith who was shot and paralyzed by a friend. He spoke to the boys about the bad choices he made in his life to help them make wise choices in theirs. only for juveniles."

To combat the chances of PAL's youth becoming another statistic, PAL engages them in activities that educate on the severity of making bad decisions at a young age, and show the consequences of what these decisions can lead to, such as jail time. In the fall 2006 session, over 200 participants from all 23 centers took field trips to Graterford Prison, where they visited with the "lifers" who reside within the

prison walls for lifetime sentences.

Youth interact directly with the prisoners in a safe, structured setting, so they could learn from their mistakes and understand the severity of a prison term.

In the 2007 spring session, over 200 more youth attended a performance at the New Freedom Theatre to see the play, *Journey of a Gun*. The play dealt with youth crime issues and allowed time for a facilitated discussion at the end of the play.



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*(l to r) PAL Officer George Yuille, Coach Jim Ellis, a PAL youngster and PAL Officer Darren James are seen at a special screening of the film **Pride**. The screening, on May 9th, was part of the Boys Mentoring Program. Prior to the film, Jim Ellis spoke to the boys about his struggles to achieve and the adversity he faced. Jim was the real life inspiration for the film.*



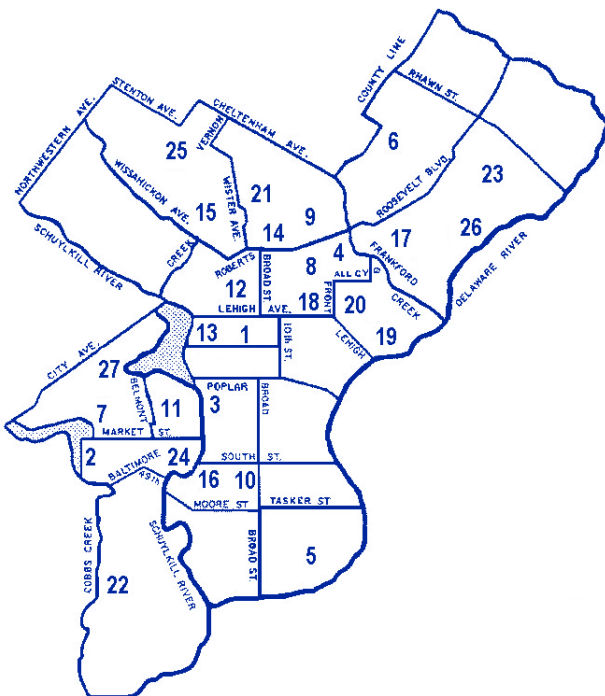
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