



Urban League of
Philadelphia



FOR IMMEDIATE RELEASE
June 20, 2007

Contacts: Amber Jaynes
Urban League of Philadelphia
(215) 561-6070 ext: 211
ajaynes@urbanleaguephila.org

Damian O. Benders
METRO Philadelphia
(215) 717-2689
damian.benders@metro.us

**URBAN LEAGUE PARTNERS WITH METRO PHILADELPHIA
NEWSPAPER TO LAUNCH MONTHLY COLUMN ABOUT
EMPOWERMENT ON JUNE 27TH**

Philadelphia, PA – In celebration of its 90th anniversary, The Urban League of Philadelphia will launch *Empower Me*, a monthly column in one of the city’s most read newspapers, METRO Philadelphia. The column will appear on every fourth Wednesday and will be written by Urban League President & CEO Patricia A. Coulter.

“We are excited about the opportunity to reach more individuals with our message of empowerment for all people through *The 3 Es: Economic Advancement, Educational Achievement and Engagement*,” says Patricia A. Coulter. “METRO Philadelphia Newspaper is strengthening our voice in neighborhoods throughout the region and is giving us a chance to engage a younger demographic.”

Ms. Coulter’s column is the latest in a series of high profile editorial features launched by Metro. Early May saw the release of two interesting new offerings for readers. The first was a weekly investment strategy column authored by Jim Cramer, Co-Founder and Director of TheStreet.com. The second was a Metro authored *Voter’s Guide* which served as a companion to the mayoral election’s democratic primary.

“In our continuing effort to best serve the needs of a young and engaged professional community, we are eager to partner with industry leaders like Ms. Coulter and Mr. Cramer who will offer relevant and timely content to our readership,” says Eric L. Mayberry, Publisher of Metro Philadelphia Newspaper. “Proactively responding to the needs of an evolving reader is an essential part of our commitment to Philadelphia.”

About The Urban League of Philadelphia

The Urban League of Philadelphia (ULP) is a non-profit, nonpartisan, civil rights and community-based movement that provides direct services, research and policy advocacy to help individuals and

communities reach their fullest potential. Primarily working with African-Americans and other emerging ethnic communities, the ULP is an affiliate of the National Urban League. The National Urban League serves over 2 million people through professionally staffed affiliates located in 105 urban areas across the U.S., working to close equality gaps for people at all economic levels and stages of life, and giving residents a chance to give back as volunteers. Visit us at www.urbanleaguephila.org.

About Metro USA

Metro Philadelphia, Metro New York and Metro Boston, comprise Metro U.S.A. Metro U.S.A. is part of Metro International, the largest and fastest growing international newspaper in the world. Metro is published in over 100 major cities in 20 countries across Europe, North & South America and Asia. Metro has a unique global reach - attracting a young, active, well-educated Metropolitan audience of more than 20 million daily readers.

###