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FOR IMMEDIATE RELEASE
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**"Solving the Puzzle":
10 Years of Partnership with The Bank of New York Mellon
To Help Put Community Change Together**

PITTSBURGH, PA—The Bloomfield-Garfield Corporation (BGC) is extending a warm "thank you" to The Bank of New York Mellon for its 10 years of partnership to help effect community change in Pittsburgh's East End. The Friday, November 16 event – a luncheon titled "Solving the Puzzle: 10 Years of Partnership with The Bank of New York Mellon To Help Put Community Change Together" – takes place at the Pittsburgh Athletic Association, 4215 Fifth Avenue, Oakland, from noon to 2 p.m.

Accepting a plaque of appreciation for The Bank of New York Mellon will be Rose Gabbianelli, Executive Vice President and Global Director, Public Affairs. Also honored at the event for his many years of public service will be Jerome Dettore, former executive director of Pittsburgh's Urban Redevelopment Authority (URA). BGC board member and KQV Radio newscaster P.J. Maloney will serve as the master of ceremonies for the festivities, which include a three-course lunch, a program of testimonials and presentations, and background music by pianist John Hughes – plus some "puzzling" surprises. Individual tickets are \$50 and are available by calling the BGC at 412-441-6950.

In 1998, Mellon Financial Corporation (now The Bank of New York Mellon, following its July 2007 merger with The Bank of New York) made an annual commitment of \$250,000 for 10 years to participate in the Neighborhood Assistance Program/Comprehensive Services Program (NAP/CSP) with BGC, to assist in improving economic, physical, and social conditions along the Penn Avenue corridor, from 34th Street in Lawrenceville to Negley Avenue in Friendship. Also working with Garfield Jubilee Association, the Eastside Neighborhood Employment Center, Friendship Development Associates, and the Lawrenceville Corporation, BGC was able to lay out an aggressive strategy to transform an area struggling against decay and blight.

BGC is also recognizing the public service of Jerry Dettore, who, as executive director of URA, was responsible for the management and policy direction of the organization and had oversight of its efforts in development, which supported tens of millions of dollars in real estate development each year.

This "thank you" luncheon has been made possible through the generous support of the following sponsors: The Bank of New York Mellon, PNC Bank, National City Bank, Allegheny Valley Bank, UPMC, and the Urban Redevelopment Authority.