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**Mt. Airy, USA Executive Director Farah Jimenez  
Named CEO of People's Emergency Center**

PHILADELPHIA, PA – July 19, 2010 – After 13 years at the helm of Mt. Airy, USA, Executive Director Farah Jimenez will move on to become the new President and CEO of the People's Emergency Center (PEC), one of the city's largest nonprofit social services organizations. Mt. Airy, USA's Board of Directors has created a search committee and interim transition committee and is moving swiftly to identify a candidate to lead the organization in its future endeavors.

“We are poised to take on a new chapter and look forward to the process of hiring an Executive Director who will continue to strengthen the Mt. Airy community,” says Ted Reed, a founder and board member of Mt. Airy, USA. “We are extremely proud of Farah and wish her the very best on the next leg of her professional journey serving as President and CEO of the People's Emergency Center,” says Reed, speaking on behalf of the board.

Jimenez arrived at Mt. Airy, USA in 1997 and set out on a mission to revitalize Germantown Avenue into a vibrant restaurant and retail corridor. Today, The Avenue is home to some of the region's finest eateries and stores – a Mt. Airy renaissance that has captured local, regional and even national attention.

Throughout the years she has led the organization in developing more than 50,000 square feet of office and retail space along Germantown Avenue and obtaining nearly \$4 million in federal, state and local funding for storefront and streetscape improvements. At the same time, Mt. Airy, USA launched an affordable housing strategy supporting nearly 5,000 first-time homebuyers and struggling homeowners through housing counseling services; and developed 20 units of affordable for-sale housing.

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Mt. Airy News Release/Page Two

Jimenez played a major role in the development of the Mt. Airy Business Improvement District. In addition, she formed a community engagement program that includes a neighborhood advisory board and annual programs that support the community through housing repair, beautification and neighborhood organization. To increase earned revenue and share the organization's expertise on a national level, Mt. Airy, USA initiated a successful consulting practice to guide nonprofits through the process of neighborhood revitalization and strategic planning.

"It's been a distinct pleasure to work in such a vibrant and engaged community. I've been honored by the commitment and leadership of the board, the talent of the dedicated staff and have enjoyed partnerships with many of Mt. Airy's most venerable nonprofit institutions. It is the strength of this trinity of community, board and staff that has enabled Mt. Airy, USA to achieve so much, and it will no doubt be the strength of this trinity that will ensure its success going forward," says Jimenez.

Jimenez is a graduate of the University of Pennsylvania, a co founder of the Endowed Scholarship of the Association of Latino Alumni and has served on several boards at the University of Pennsylvania. In addition, she was appointed by President Bush to a five-year term on the Community Development Advisory Board of the U.S. Treasury Department's Community Development Financial Institutions Fund; serves on the board of the United Way of Southeastern Pennsylvania and is a former Fairmount Park Commissioner.

Mt. Airy, USA is a nonprofit community development corporation, founded in 1980, for the purpose of revitalizing Germantown Avenue in Northwest Philadelphia's historic Mt. Airy neighborhood. Today, the nonprofit provides residents and area businesses with comprehensive community development that is responsive to local needs with programming in commercial and residential real estate development; commercial corridor revitalization; homebuyer and foreclosure counseling; and neighborhood services. For more information, visit [www.mtairyusa.org](http://www.mtairyusa.org).

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