



NEWS RELEASE

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For Immediate Release

Helping Hands Build Structure of LOVE

Norristown, PA – April 16, 2007 –How did you spend this past Friday evening? For over 100 individuals, the answer, seemingly strange at first, is the same—“I spent the night building a giant structure made entirely of canned food.” Not so strange though is the reason why so many people were doing the same thing. Canstruction®, a charity organization committed to ending hunger, made its first appearance in Philadelphia on Friday, driving a great response from these individuals, most from the professional services community. The organization’s signature event is a design/build competition, where teams construct their creations using canned goods. At the end of the competition, all of the food is donated to a local charity, and in this case all proceeds will benefit Philadelphia’s local food bank, Philabundance.

BartonPartners, a local architecture and planning firm, was one of eleven contenders in this year’s challenge. With a team of nine employee volunteers, the group began their Canstruction® journey by deciding what to build—a replication of the Philadelphia Love Sign. According to Ron Moss, team member and Architectural Designer, “Through a couple of brainstorming sessions and voting cycles, we decided to find one symbol of Philadelphia that best represented what we were trying to do in this competition.” Laura Beverley, Architectural Designer and team member adds, “We chose the LOVE sign because love is what this competition/exhibition is made of, a selfless act of citizenship in the City of Brotherly Love.” The team also knew that recreating this particular sculpture would be a true trial, and they welcomed the opportunity to test their skills.

Along the way, the group faced a few snags but quickly worked together to overcome their obstacles. One of the hardest parts of the project, according to Elyse Martin, Architectural Designer and member of the team, was “raising the money to purchase the cans that we needed to complete our design”. Although they didn’t have much prior experience with fundraising, the team found generosity among many professional colleagues, and local organizations. In the end, enough money was raised to purchase 2,000 cans to complete their concept; and thanks to a few final sponsors, an additional \$1500 donation will go directly to Philabundance.

Overall the experience was a good one, both educational and motivational. After many hours of planning, designing, and even “practice building” their project, the team is pleased with the final structure that is currently on display at Liberty Place. Although the awards ceremony isn’t scheduled until the end of this week, the group knows now that their hard work, time, and effort was well spent. “Sure, I would do it again,” says Ron, “It’s inspiring to see how generous people can be.” This event has taught all participants a lot about teamwork, and the importance of giving—their hope is that someone else will be inspired to give back to their community.

To view all of the CANstructions, visit Liberty Place in Philadelphia, where all of the competitors’ structures are on display for the public, from April 14-22.

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