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MAR 12-18
2010

Volume 29
Number 4

215-238-1450

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businessjournal
.com

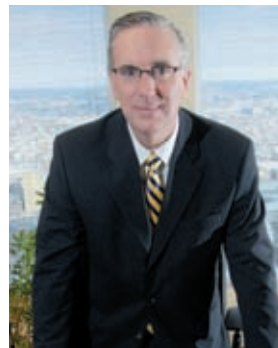
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PHILADELPHIA
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FASHION WORKOUT
Entrepreneurs.
P12



THIS WEEK



Special report:
Personal Finance

Personal bankruptcy
filings are inching back
up

P23



Alloy Silverstein employees raised more than \$6,000 on National Wear Red Day.

Alloy Silverstein employees see red in Feb.

Alloy Silverstein Shapiro Adams Mulford Cicalese Wilson & Co., an accounting firm based in Cherry Hill and Hammonton, Atlantic County, produced a special Valentine last month. The firm announced that its employees donated more than \$6,000 to the American Heart Association raised during its national "wear red day" on Feb. 5. Last year, Alloy Silverstein was among the top 50 companies nationwide to contribute to the cause.

Patriot packages

Cozen O'Connor recently held one of the law firm's "soldier drives" to collect supplies to put into care packages for soldiers serving overseas.

The drives are held several times a year and collect donated items such as snack foods, toiletries, medicines and linens, as well as entertainment goods like DVDs, CDs, games, books and magazines. The drives also collect toys and treats for the soldiers to distribute to

Iraqi and Afghani children they meet.

This year the initiative shipped more than 2,000 pounds of supplies to 21 soldiers stationed in war zones in Iraq and Afghanistan. Since the program started in 2005, more than 12,000 pounds of supplies have been shipped to 73 soldiers.

The program was created by J. Scott Tarbutton, a law firm associate with a brother in the military, to support family members and close friends of Cozen who are deployed overseas.

Tax-prep windfall

Bank of America announced on Feb. 17 that it had contributed \$100,000 to the Greater Philadelphia Urban Affairs Coalition. The donation has allowed the coalition's program partner, the Campaign for Working Families, to start a new program that provides financial advice to low-income customers at 11 free tax preparation sites throughout Philadelphia.

The campaign is called "Neighborhood Builder Asset Teams" and helps customers get public benefits, apply for federal student aid and grow their savings.

Over the past seven years, the campaign has brought \$124 million into the homes of low-income working families.

Responsible renters

Campus Apartments of Philadelphia has launched a year-long nationwide volunteer campaign called Smart Giving to foster civic responsibility among its residents and employees.

Campus Apartments is a privately owned student housing company.

Each month Campus Apartments will support a new charitable organization and encourage all residents and employees to participate.

To kick-off the volunteer effort Campus Apartments encouraged its properties to host on-site blood drives to benefit the American Red Cross and other blood service organizations. In January alone, 454 pints of blood were collected at 21 blood drives.

During the month of February properties collected soda can tabs to benefit Ronald McDonald House Charities, which benefits seriously ill children by providing a place for them and their families to stay while they're in town for medical treatment.

Campus Apartments will also support the National Multiple Sclerosis Society, the ASPCA, Susan G. Komen Breast Cancer Foundation and Alex's Lemonade Stand Foundation for Childhood Cancer, among many others.

Quake aid

VWR International, an international laboratory supplier based in West Chester, has contributed essential first-aid and medical supplies to hospitals and clinics in Haiti. All product donations have gone directly to Hope for Haiti and include gloves, hand sanitizers and respirators valued at \$200,000.

VWR will also make a financial contribution to Doctors without Borders.

— Brian Loschiavo



Is a Healthy Workplace on Your Company's Checklist?

Philadelphia Business Journal seeks the Healthiest Companies. Whether you have a gym in your office, weekly weight loss competition, smoking cessation initiative or free screenings for employees, we want to hear from you.



CATEGORIES

- Small Company (less than 100 employees)
- Medium Company (100-499 employees)
- Large Company (500-999 employees)
- Extra Large Company (1,000 or more employees)



ELIGIBILITY

- Wellness initiatives must be in effect for at least one full year
- Company headquarters must be based in one of the eight counties in PA (Philadelphia, Bucks, Chester, Delaware & Montgomery) or NJ (Burlington, Camden & Gloucester). Companies headquarted elsewhere are eligible with atleast 50 local employees and one HR representative
- Only one application per company



EVENT DETAILS

Winning companies will be recognized at an awards program on Thursday, June 3 and profiled in the Philadelphia Business Journal special supplement on Friday, June 4



NOMINATE TODAY: <http://www.bizjournals.com/philadelphia/nomination/4501>
Deadline: April 2, 2010

Hosted by:



Questions? Contact Jennifer Wolf at jenniferwolf@bizjournals.com or 215-238-5106