

**NEWS RELEASE
FOR IMMEDIATE RELEASE
January 8, 2016**



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**The Workforce Institute named *Champion in Action* for
Strengthening Communities through Workforce Development**
*Citizens Bank, NBC10/Telemundo62, Philadelphia Inquirer, Daily News and Philly.com
provide \$35,000 in funding, PR and volunteer support*

PHILADELPHIA – Earlier today, Citizens Bank, NBC10/Telemundo62 and Philadelphia Media Network, publisher of *The Philadelphia Inquirer*, *Daily News* and Philly.com, recognized [The Workforce Institute](http://TheWorkforceInstitute.com) as a 2016 *Champion in Action*® in the category of workforce development. An affiliate of the Public Health Management Corporation, The Workforce Institute will receive \$35,000 in unrestricted funding, media coverage, and extensive promotional and volunteer support for its outstanding work.

The award honors The Workforce Institute for its work providing job readiness training, industry specific certifications, and post-secondary education to those with limited resources, empowering them to pursue dynamic careers in the growing fields of technology, business and healthcare.

“Citizens Bank is pleased to name The Workforce Institute as the latest Champion in Action for its work helping transform lives through much-needed job training programs in the Greater Philadelphia region,” said Daniel K. Fitzpatrick, President of Citizens Bank for Pennsylvania, New Jersey and Delaware. “By offering a supportive learning environment, and personalized attention, The Workforce Institute prepares even the most vulnerable students for sustainable careers and economic independence.”

Champions in Action is part of Citizens Helping Citizens Strengthen Communities, the bank’s program designed to enhance quality of life and economic vitality in local communities. It provides support for small nonprofit organizations to recognize their contributions to communities throughout Pennsylvania. To date, the program has awarded 40 nonprofits more than one million dollars in grants and promotional support in Philadelphia.

“NBC10 and Telemundo62 are pleased to recognize The Workforce Institute for providing workforce development training and job placement programming to the Philadelphia region,” said Ric Harris, President and General Manager of NBC10 and Telemundo62. “For more than 40 years, The Workforce Institute has provided customized job training to more than 20,000 Philadelphians.”

“Philadelphia Media Network is proud to recognize The Workforce Institute in its continued work to help community members who have experienced many barriers to completing training and successfully finding employment,” said Terry Egger, Philadelphia Media Network Publisher and CEO. “Since 1974, it has demonstrated a long track record in working with employers to place more than 84 percent of its participants in a range of sectors, including allied health, technology, health care and hospital services, education, manufacturing, the food service industry, and others.”

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Champions in Action – The Workforce Institute

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The Workforce Institute was surprised with the award today, January 8, during NBC10 News at 11 a.m. As a *Champion in Action*, the organization receives the following over the next six months:

- \$35,000 in unrestricted funds from Citizens Bank;
- The opportunity for the organization's executive director to participate in executive mentoring opportunities, tapping into the expertise of a local market executive;
- Coverage from NBC10/Telemundo62, including public service announcements as well as advertising support from the Philadelphia Media Network;
- Volunteer support from Citizens Bank;
- Public relations support; and
- Promotional support, including advertising in Citizens Bank branches, ATMs, as well as on Citizens' website and on the websites of NBC10/Telemundo62 and Philly.com.

"We are delighted to have been selected to receive the 2016 Champions in Action Award for Workforce Development and we extend our sincerest appreciation to Citizens Bank, Philadelphia Media Network, NBC10 and Telemundo62 for this amazing recognition," said Wendy-Anne Johnson, Executive Director of The Workforce Institute. "This award will go a long way to help The Workforce Institute break the cycle of poverty by continuing to provide students with personalized support in a small learning environment and cultivating skills to obtain quality jobs in high growth industries. We are extremely grateful to receive this level of support from these organizations."

For more information about the *Champions in Action* program and to apply, visit www.citizensbank.com/community.

About Citizens Financial Group, Inc.

Citizens Bank is the 13th largest retail bank holding company in the United States as of March 31, 2015, according to SNL Financial. It is one of the nation's oldest and largest financial institutions, with \$135.4 billion in assets as of September 30, 2015. Headquartered in Providence, Rhode Island, Citizens offers a broad range of retail and commercial banking products and services to individuals, small businesses, middle-market companies, large corporations and institutions. In Consumer Banking, Citizens helps its retail customers "bank better" with mobile and online banking, a 24/7 customer contact center and the convenience of approximately 3,200 ATMs and approximately 1,200 Citizens Bank branches in 11 states in the New England, Mid-Atlantic and Midwest regions. Citizens also provides mortgage lending, auto lending, student lending and commercial banking services in select markets nationwide. In Commercial Banking, Citizens offers corporate, institutional and not-for-profit clients a full range of wholesale banking products and services including lending and deposits, capital markets, treasury services, foreign exchange and interest hedging, leasing and asset finance, specialty finance and trade finance.

About NBC10 Philadelphia / WCAU

Owned by NBCUniversal, NBC10 Philadelphia has been delivering local news, information and weather for more than 60 years, serving nearly six million viewers throughout Greater Philadelphia, the Lehigh Valley, southern New Jersey and Delaware. Viewers turn to NBC10 for the most up-to-date breaking news and weather on a variety of platforms, including online at nbc10.com and via mobile and social platforms. COZI TV, the station's multicast network, offers a full schedule of America's most beloved and iconic television series and hit movies as well as local programming. COZI TV can be seen on Comcast channel 248, Verizon channel 460 and over-the-air on digital 10.2.

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About Telemundo62 / WWSI

Telemundo62 / WWSI is Telemundo's local television station, serving Spanish-speaking viewers in the greater Philadelphia area, including 18 counties in Pennsylvania, New Jersey and Delaware. Owned by NBCUniversal, Telemundo62 is co-located with sister station NBC10 Philadelphia / WCAU. In January 2014, Telemundo62 launched *Noticiero Telemundo62*, a locally produced, live Spanish-language newscast that airs weekdays [at 5:30 PM](#), [6 PM](#) and [11 PM](#). *Noticiero Telemundo62* provides in-depth coverage of issues of importance to the Greater Delaware Valley region and delivers up-to-the-minute news, information, weather and sports. Viewers can also turn to Telemundo62 online at Telemundo62.com and via mobile and social media channels.

About Philadelphia Media Network

With their multiple brand platforms and integrated print and digital products, *The Philadelphia Inquirer*, *Philadelphia Daily News*, *Philadelphia Daily News Weekend* and *Philly.com* comprise the region's largest media network and the industry's technological leader and innovator. The publications/website reach an average weekly audience of 1.7 million adults in the 8-county area – more than the combination of the four late evening television news shows¹ or the combination of the top 5 most-listened-to local radio stations during morning drive-time programming².

Source: Scarborough, 2015 R2; Base: Philadelphia 8-county area

¹ = Combined weekly audience of WPVI, WCAU, and KYW late evening news (KYW, WPVI, WCAU (11pm – 11:30pm); and WXTF (10pm – 11pm)

² = Combined weekly audience of KYW AM, WMMR FM, WBEB FM, WDAS FM, and WOGL FM morning drive time (6-10AM)

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