

“End Polio Now” To Be Highlighted Above The Philadelphia Skyline!

Rotary’s remarkable battle to eradicate polio worldwide is scheduled to be highlighted on the PECO Crown Lights display towering over center city Philadelphia on **Tuesday, February 23, 2010**. PECO has tentatively committed to running a motion ad that evening which will become a part of *the international Rotary public relations effort to highlight the “End Polio Now” campaign in cities all around the world.*

By way of context, you cannot drive on Philadelphia’s Schuylkill Expressway or go in or out of the city at night to restaurants and theaters without seeing the PECO Crown Lights “motion messages” which dominate the city skyline every evening all night long into the early morning hours.

“We as Rotarians are tremendously proud of our relentless campaign to eradicate polio and we are most appreciative of PECO’s support,” District 7450 Public Relations chairperson Batory has told PECO. “Indeed, United Nations’ Secretary-General Ban Ki-moon has called this initiative one of the most spectacular success stories ever in public health, one that clearly highlights Rotary’s remarkable service to humanity.”