

# Naval Yard becomes enchanted forest for benefit

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Urban Outfitters retail apparel brand has lined up New York Times best-selling author and education advocate Wes Moore for a fundraiser Saturday to benefit the city's largest provider of need-based scholarships.

The "Sowing the Seeds of Future Success" benefit party at the Philadelphia Naval Yard will raise money in support of The Children's Scholarship Fund Philadelphia.

"Early education is the best investment for a child's success; the scholarships provided by CSFP [are] a critical component in that success," said Dick Hayne, Urban Outfitter CEO.

The fund serves about 5,400 pupils attending more than 185 Philadelphia elementary and middle school students, awarding more than \$1,500 in yearly tuition assistance. Moore, a Rhodes Scholar who later served as a White House fellow to Secretary of State Condoleezza Rice, is keynote speaker and a portion of proceeds from his first book, "The Other Wes Moore," goes to the City Year program, which helps at-risk students nationally.

Representatives from the Vetri Foundation have been invited to talk about its Eatiquette school lunch program that replaces the traditional cafeteria assembly line with an interactive dining experience that emphasizes nutritious meals served from scratch.

The gala will focus on five education organizations with a major impact on education in Philadelphia. The URBN Building unit 543 at the Naval Yard will take on the appearance of an enchanted forest with each tree representing the work of local education organizations.

Springside Chestnut Hill Academy's curriculum emphasizes entrepreneurial spirit and creative problem-solving. Officials for Philadelphia School Partnership will talk about their effort to award grants to improve education in public, private and charter schools.

The Drexel ExCITe Center will spotlight its multidisciplinary collaborative projects that expose students to entrepreneurs from engineering, fashion design, digital media, performing arts, computer science and product design.

Duckworth Lab at University of Pennsylvania will share information gathered from some of its research studies on personality traits that contribute to a child's grit and self-control, which can factor into the extent of academic and social success.

The Young Friends of CSFP will hold a networking and social event for people 21 and older at URBN, Inc., at the Philadelphia Naval Yard, Building 543, 5000 S. Broad St.

Ina Lipman, executive director of the scholarship fund established in 1998, said the enchanted forest theme will provide a visually stunning backdrop for an event that gathers educational, business and philanthropic leaders working to improve academic outcomes in Philadelphia schools. In addition to the scholarship fund program, four stages of childhood learning will be highlighted.

Tickets cost \$75. Drinks and desserts will be served with musical entertainment. Shuttle buses will provide round-trip transportation from Broad and Sansom streets.

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