

MEDIA ADVISORY

For Immediate Release: 11-15-17

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**Section of The AIDS Memorial Quilt to be installed at PCA Nov. 20
in advance of World AIDS Day**

A panel memorializes former PCA employee who died of AIDS

WHO: Holly Lange, PCA president and CEO
Daniel Yoffee, brother of the late Alan Yoffee (former PCA employee memorialized on The Quilt)
Robb Reichard, AIDS Fund executive director

WHAT:
Installation of a section of The AIDS Memorial Quilt at PCA in memory of former PCA Communications Associate Alan Yoffee who died of AIDS. The Quilt will remain on display at PCA through Dec. 4.

WHEN:
Monday, Nov. 20, 12:45 to 1:30 p.m.

WHERE:
PCA (lobby), 642 North Broad St., Phila. 19130

BACKGROUND: A 12-by-12 foot block of The AIDS Memorial Quilt will be installed at PCA on Monday, Nov. 20 in memory of former PCA Communications Associate Alan Yoffee who died of AIDS in 1992. The Quilt block, being displayed in partnership with AIDS FUND, contains eight panels – including one created by Daniel Yoffee in memory of his twin brother. The Quilt block will remain on display at PCA through Dec. 4. (NOTE: World AIDS Day is Friday, Dec 1.)

As a PCA communications associate (1990-92), Alan Yoffee publicized the agency's programs and services which benefit Philadelphia's older adults. He also helped to develop and promote PCA special events, like the former "Senior Center Smokeout," held in Philadelphia in conjunction with the American Cancer Society's "Great American Smokeout." He was instrumental in raising thousands of dollars for PCA's Emergency Fund for Older Philadelphians which benefits low-income seniors in crisis. "Alan used to say that his job at PCA was a dream come true. He said it was hard to believe that he got paid for a job he enjoyed doing so much," Daniel Yoffee said.

A native of Orangeburg, New York, Alan Yoffee moved to Philadelphia to attend Temple University and remained in the city to work as a journalist, publicist and AIDS activist. In addition to his work with PCA, he served as a publicist for a variety of arts organizations and was a freelance journalist for the News of Delaware County, the Advocate, the former Philadelphia City Paper and other publications.

According to AIDS Fund, The AIDS Memorial Quilt provides a creative means for remembrance, illustrates the enormity of the AIDS epidemic, and increases the general public's awareness of HIV/AIDS. More than 50,000 3-by-6 foot memorial panels – most commemorating the life of someone who has died of AIDS – have been sewn together by friends, lovers and family, or loved ones.

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Philadelphia Corporation for Aging (PCA) is the first place where older Philadelphians, and adults with disabilities, can turn for information and services to help maintain or improve the quality of their lives. Established in 1973, PCA is a private, non-profit, nationally-recognized Area Agency on Aging. One of the region's largest non-profit organizations, PCA is funded primarily through the Older Americans Act and the Pennsylvania Lottery, through the Pennsylvania Department of Aging; and Medical Assistance, through the Pennsylvania Department of Human Services. For information on PCA's services and programs, call the PCA Helpline at 215-765-9040 or visit www.pcaCares.org.

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