



City of Philadelphia
MuralArtsProgram

Thomas Eakins House
1729 Mount Vernon Street
Philadelphia, PA 19130

Phone: (215) 685-0750
Fax: (215) 685-0757
www.muralarts.org

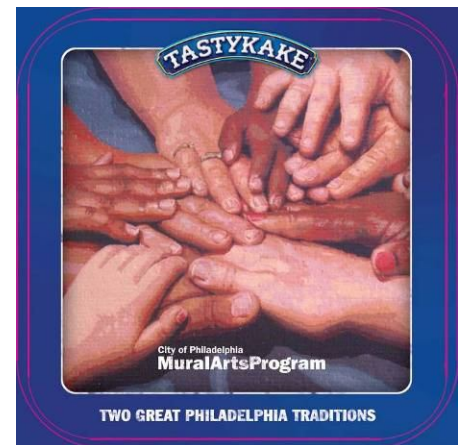
Jane Golden
Director

PRESS CONTACT:

Cari Feiler Bender, Relief Communications, LLC
(610) 416-1216, cari@reliefcomm.com

PERFECT HOLIDAY GIFT FOR PHILADELPHIANS NEAR AND FAR *Two Great Philadelphia Traditions Come Together*

PHILADELPHIA – November 3, 2008 – The City of Philadelphia Mural Arts Program announces a new partnership with **Tastykake.com**. This upcoming holiday season, **Tastykake.com** will feature a limited supply of keepsake collector's editions of Tastykake tins with images from some of the renowned murals of the Mural Arts Program. These limited edition tins make the perfect gift for any lover of all things Philadelphia.



These Mural Arts Program collector's editions may be purchased online at www.Tastykake.com or by calling 1-800-33-TASTY. The tin includes Tastykake favorites like Butterscotch Krimpets, Peanut Butter Kandy Kakes, Chocolate Juniors and Cupcakes. A portion of each purchase will go to support the Mural Arts Program.

Charlie Pizzi, Tasty Baking Company President & CEO said "We are pleased to partner with Mural Arts of Philadelphia. The one-of-a-kind tin commemorates the City's nationally renowned mural artwork. Working together on this project as well as the Jefferson building sponsorship has been a rewarding experience."

The Mural Arts Program is the nation's largest mural program. Since 1984, the Mural Arts Program has created nearly 3,000 murals and works of public art, which are now part of Philadelphia's civic landscape and a source of inspiration to the thousands of residents and visitors who encounter them, earning Philadelphia international recognition as the "City of Murals." The Mural Arts Program engages over 100 communities each year in the transformation of neighborhoods through the mural-making process. The Mural Arts Program's award-winning, free art education programs annually serve over 3,000 youth at sites throughout the city and at-risk teens through education outreach programs. The Program also serves adult

offenders in local prisons and rehabilitation centers, using the restorative power of art to break the cycle of crime and violence in our communities. For further information, call (215) 685-0750 or visit www.muralarts.org.

Tasty Baking Company (Nasdaq GM: TSTY), founded in 1914 and headquartered in Philadelphia, Pennsylvania, is one of the country's leading bakers of snack cakes, pies, cookies, and donuts with manufacturing facilities in Philadelphia and Oxford, Pennsylvania. Tasty Baking Company offers more than 100 products under the Tastykake brand name. For more information, call (215) 221-8500 or visit www.tastykake.com.

###