

**WXPN & World Cafe Live Honored by Arts & Business Council of
Greater Philadelphia
Innovation Philadelphia
Regional & Global Innovation Economy News
May 25, 2005
VOLUME 2 ISSUE 21**

WXPN, the non-commercial radio station from the University of Pennsylvania, and World Cafe Live, a live performance venue and restaurant, were presented with the Business/Arts Partnership Award by the Arts and Business Council of Greater Philadelphia at an Awards Luncheon on May 11. WXPN received a \$1,000 donation as part of its award.

The partnership was honored for its innovative approach in supporting music in Philadelphia. Last October WXPN and World Cafe Live celebrated the grand opening of the building they jointly renovated with Dranoff Properties to create a “clubhouse” for WXPN members and listeners. Since then thousands have visited the place where live music can be found nearly every day of the year and where both up-and-coming as well as legendary performers stop by regularly to perform on stage or in-studio and be interviewed for *World Cafe* the station’s nationally syndicated show.

The WXPN and World Cafe Live collaboration has created a burst of energy that is benefiting WXPN listeners, music fans, and musicians. Having sold more than fifty thousand tickets to performances on its main stage, and having served thousands more in its Upstairs Live Cafe, World Cafe Live has attracted bustling nighttime foot traffic to a once-deserted urban corridor. It’s also impacted the economy of the now-bustling “Postal Lands” area between Center City and University City by creating more than 100 new jobs. The Business/Arts Partnership award recognizes the gift that this unusual, creative partnership has already given to the Philadelphia Region, as well as its future potential.

Of the relationship between the two organizations, WXPN general manager Roger LaMay said, “Partnerships between non-profit and for-profit organizations can be mutually advantageous, but these collaborations only really work when both sides are committed to a shared vision. We were lucky to find, in World Cafe Live, a partner who is as committed to promoting and sustaining great music as we are.”

Hal Real, President of World Cafe Live, credits WXPN and its nationally syndicated World Cafe radio program for inspiring the music venue. “We looked at the passionate following the station has attracted, and we said, ‘if we can translate the spirit of musical curiosity that thrives on WXPN to a stage with great sound, clear sightlines, and good food, listeners will have a better experience, musicians will have a better job, and we’ll have a better model for presenting live music.’”

About WXPN

WXPN 88.5 FM is the non-commercial, member-supported radio service of the

University of Pennsylvania and the premier source for an eclectic and inspiring mix of music including rock, blues, roots, and folk. WXPN produces the nationally syndicated *World Cafe*®, public radio's most popular program of popular music hosted by David Dye, and the Peabody Award winning *Kids Corner* hosted by Kathy O'Connell. It also provides weekly Free At Noon performances broadcasted each Friday. WXPN serves the greater Philadelphia area at 88.5 FM, the Lehigh Valley at 104.9, Worton/Baltimore at 90.5 FM, and Harrisburg at 88.1 FM. It is also available via online streaming at www.xpn.org.

About World Cafe Live

Presenting live music and fine food on two levels seven days a week in a smoke-free atmosphere, World Cafe Live is situated in the historic Hajoca Building at 3025 Walnut Street in the University City area of Philadelphia alongside the studios of WXPN. More information is at www.worldcafelive.com.