

**Greater Philadelphia Chamber of Commerce names World Cafe Live
“Innovative Small Business of the Year”
NO SMALL ACHIEVEMENT
10/10/2005**

World Cafe Live, University City's trailblazing restaurant and live music venue, will be designated the “Innovative Business of the Year” at the Greater Philadelphia Chamber of Commerce's “Small Business Excellence Awards” gala on November 10th, according to chamber president & CEO Mark Schweiker.

“We're especially proud of this award because it confirms our importance in the civic life of Philadelphia ,” says World Cafe Live founder Hal Real. “Our goal has always been to be recognized as an institution with its roots in this community, even as we branch out into other markets. Coming from the chamber, this award really validates us as a hometown brand.”

Since opening on October 2nd, 2004, World Cafe Live has presented artists from across the spectrum of contemporary music styles on its two stages. Inspired by the musically diverse example of WXPN's nationally syndicated *World Cafe* radio program, for which it is named, WCL has quickly established itself as, in Real's words, “a place that brings new music to people and new people to music.”

Among the innovations that inspired the award is an education program known as MusicLab, in which leading artists present a master class in front of a student audience that is videotaped for distribution to educators. The MusicLab program has recently been adapted as a TV series, which will soon be broadcast on high-definition television. Another acclaimed program is a Saturday lunchtime children's concert series known as “Peanut Butter & Jams” which debuted in June 2004 and now draws energetic crowds each week.

In addition to its schedule of public concerts, World Cafe Live has also become a magnet for private events, hosting many of the region's most prestigious business and social gatherings in its first year of operation.

Located at 3025 Walnut Street in the historic Hajoca Building , alongside the studios of WXPN, World Cafe Live features live music and fine food on two levels 7 days a week. The Downstairs Live main stage is a concert venue with unsurpassed sightlines and acoustics featuring a full bar and restaurant kitchen. The Upstairs Live Cafe is a restaurant and bar, serving lunch and dinner daily, and featuring an intimate stage that has become a showcase for local and emerging artists. For tickets and information, call 215-222.1400 or visit www.worldcafelive.com