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Press Release

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FORMER MAYOR MURPHY TO BE HONORED AT FRIENDS OF THE RIVERFRONT EVENT

PITTSBURGH, Pa. - (June 11, 2010) While hundreds of people invested their time and energy advocating for continuous public access to Pittsburgh's riverfronts, only one staked a political career on his conviction.

First as State Senator, and later as mayoral candidate and eventually, three-term Pittsburgh Mayor, Tom Murphy served as the most public flag bearer for the development of a recreational greenway connecting all of Pittsburgh's 35 miles of urban waterfront. Murphy recognized early the trail's power in attracting both public and private development and investment, and its larger potential to change the habits and culture of the region in relation to the waterfront.

Murphy will be presented with the inaugural Martin J. O'Malley Award at the Friends of the Riverfront's Trail Mix(er) fundraiser Friday, June 18, from 5:30-11 p.m., at Mogul Mind Studios, Lawrenceville.

The award, to be given annually in recognition of excellence in advocacy on behalf of riverfront trails, is named after the late Martin J. O'Malley, a co-founding member of the group.

"In its early inception, the idea of a grass-roots environmental group such as Friends of the Riverfront broke with tradition in what remains a very top-down city," says writer R. Todd Erkel, also a co-founding member of the group. "Such a change required some larger than life personalities to fully seize the day. Both Martin O'Malley and Tom Murphy provided that kind of galvanizing force." Greater Pittsburgh Chamber of Commerce President Barbara McNees had this to say about Tom Murphy: "From leading the efforts to have a new convention center, ballpark and stadium to ensuring our quality of place with the riverfront trails, Tom Murphy did not take no for an answer. He wanted the best convention center, best parks and the best for Pittsburgh. He was relentless in his pursuit of a vision that at the time not all shared. As we look at our community today, Tom's leadership and vision have contributed to our success and recognition of Pittsburgh as a transformed city."

For nearly two decades, Friends of the Riverfront has been on the ground and in the water, working to protect and restore our region's priceless rivers and riverfronts. They are a pioneering organization that has been involved in creating nearly all of the trails you see as you bike, hike, rollerblade or paddle along our beautiful shores. Through intense collaboration with community partners, government officials and a diverse volunteer base, our rivers and riverfronts have been transformed from industrial wastelands to international examples of environmental renewal.

Admission to Friends of the Riverfront's Trail Mix(er) is \$50 per ticket, \$35 with a valid student ID, or \$40 per ticket for groups of 10 or more. Tickets can be purchased through the secure website www.friendsoftheriverfront.org/new_pages/trailmixer.htm. All proceeds will support Friends of the Riverfront trail development, advocacy and stewardship efforts. Friends of the Riverfront increases awareness and engagement with the Pittsburgh region's rivers and riverfronts through activities, stewardship and expansion of water and land trails. For more information, go to www.friendsoftheriverfront.org or phone 412.488.0212.

Mogul Mind Studios is a 330,000 square foot, riverfront facility located within walking distance from downtown Pittsburgh in the historic Strip District. It is a wonderful backdrop for on-location shoots

adjacent to the facility. The studio area consists of 6 Studio Spaces ranging from 7,500 square feet to over 38,000 square feet with heights of up to 55 feet. Recent film production includes Unstoppable, Love and Other Drugs and The Next Three Days. Utilizing various partnerships and garnering support from a wide range of resources, Mogul Mind Studios is injecting Pittsburgh into several major Hollywood productions.

Additional Information Enclosed

Background: Martin J. O'Malley (1958 - 1993)

The founding chair of the Friends of the Riverfront lived to make things happen. A native of Mt. Washington and a graduate of St. Mary of the Mount High School, he went to California from the University of Pennsylvania in 1981. From San Francisco, he created and managed campaigns for the environment through organizations like Friends of the Earth, Save Mono Lake, and the Sierra Club.

He returned to Pittsburgh in 1989 where his energy was immediately applied to the vision of a network of urban riverfront trails. After a series of community meetings to build support for the concept, Martin and then State Representative Tom Murphy released the vision of a riverfront trail network at a press conference in December 1990 at the Three Rivers Rowing Association, launching the work that continues today.

The name Friends of the Riverfront echoes the Friends of the Earth organization, which was active in environmental causes. Martin envisioned a citywide trail along both sides of the riverfronts, and names such as The Golden Triangle Trail were considered. The name Three Rivers Heritage Trail was chosen because it captured Pittsburgh's history of exploration, settlement, and industrial development. In the 1990s Pittsburgh had many riverfront brownfields, and was already late in developing an urban trail system, but the city was ripe for the idea. Martin died just before Tom Murphy became mayor (1994-2006), but the idea of the trail rapidly became a growing reality in a partnership between the city and the Friends of Riverfront.

Background: Tom Murphy

During Tom Murphy's tenure as mayor of Pittsburgh, from 1994 until 2006, he developed strategic partnerships to transform more than 1,000 acres of blighted, abandoned industrial properties into new commercial, residential, retail and public uses; and he oversaw the development of more than 25 miles of new riverfront trails and urban green space. From 1979 through 1993, Murphy served eight terms in the Pennsylvania State General Assembly House of Representatives. He focused legislative activities on changing Western Pennsylvania's economy from industrial to entrepreneurial, and authored legislation to encourage industrial land reuse and to transform abandoned rail right-of-ways into trails and green space.

Since January 2006, Murphy had served as the Urban Land Institute's Gulf Coast liaison, helping to coordinate with the leadership of New Orleans and the public to advance the implementation of rebuilding recommendations made by ULI's advisory services panel last fall. In addition, he worked with the Louisiana state leadership, as well as with leadership in hurricane-impacted areas in Mississippi, Alabama and Florida to identify areas appropriate for ULI involvement. Now is a senior resident fellow, ULI/Klingbeil Family Chair for urban development. Murphy and six other ULI senior resident fellows specialize in public policy, retail/urban entertainment, transportation/infrastructure, housing, real estate finance and environmental issues. His extensive experience in urban revitalization-what drives investment, what ensures long-lasting commitment-is a key addition to the senior resident fellows' areas of expertise.

Murphy is an honorary member of the American Society of Landscape Architects; a board member of the Pennsylvania League of Cities and Municipalities; and a board member of the National Rails to Trails Conservancy. He received the 2002 Outstanding Achievement of City Livability Award from the U.S. Conference of Mayors and was selected as the 2001 Pittsburgh Man of the Year Award by Vectors Pittsburgh.

For more information Friends of the Riverfront please call us at 412.488.0212 or email friends@friendsoftheriverfront.org. For more information on Mogul Mind Studios, please call 412.402.2080.



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