

Philadelphia Businesses Unite to Fight Hunger

Beneficial Bank, KieranTimberlake and Philabundance unveil CANopy sculpture aimed at addressing hunger in Philadelphia

PHILADELPHIA, Oct. 12, 2017 /PRNewswire/ -- Beneficial Bank (NASDAQ: BNCL), a leader in providing financial services and education for Delaware Valley customers for more than 160 years, in partnership with Philabundance, Delaware Valley's largest hunger relief organization, and KieranTimberlake, a leading Philadelphia-based architecture firm, unveiled CANopy - an art installation and fundraising effort aimed at addressing food insecurity - at 1818 Market Street, Beneficial Bank Place, Philadelphia, PA.

CANopy is an interactive sculpture that highlights the most in-demand food items, arranged by cost and nutritional value, providing insight into the area's hunger needs. The project will serve to raise food contributions and funds for Delaware Valley's 750,000 food insecure individuals. The installation was designed by architecture firm KieranTimberlake and inspired by a similar nationwide campaign against hunger.

"Philadelphia is facing a food crisis worse than the U.S. average, with one in five people experiencing food insecurity," said Glenn Bergman, Executive Director of Philabundance. "Our hope is that CANopy will drive much needed awareness to the children, seniors, families and others in our area facing hunger."

"Beneficial Bank has been committed to the community since 1853, and are proud to continue in that tradition," said Gerry Cuddy, Chief Executive Officer, Beneficial Bank. "We are honored to be partnering with KieranTimberlake and Philabundance as we work to drive hunger from the communities we serve."

"It's been so gratifying to work on this project with Philabundance," said Megan Suau of KieranTimberlake. "We wanted to expand the idea of a food drive into something that is engaging, educational, and mobile, and we are thrilled that Beneficial is first to bring CANopy to the public."

About Beneficial Bank

Founded in 1853, Beneficial Bank is the oldest and largest bank headquartered in Philadelphia. With 63 offices in the greater Philadelphia and South Jersey regions and approximately \$5.7 billion in assets, Beneficial is a full service financial institution whose product offering includes commercial, consumer and real estate lending, equipment finance, insurance and wealth management services. Beneficial has been committed to providing financial education to individuals and businesses in the Delaware Valley for more than 160 years. Visit www.thebeneficial.com for more information.

About KieranTimberlake

KieranTimberlake designs beautifully crafted, thoughtfully made buildings that are holistically integrated to site, program, and people. Founded in 1984, KieranTimberlake brings together the experience and talents of over 120 professionals of diverse backgrounds and abilities in a practice that is recognized worldwide. KieranTimberlake has received over 200 design citations, including the 2008 Architecture Firm Award from the American Institute of Architects and the 2010 Cooper-Hewitt National Design Award for Architecture. Visit kierantimberlake.com for more information.

About Philabundance

Philabundance is the Delaware Valley's largest hunger relief organization, serving more than 90,000 people each week in nine counties in PA and Southern NJ. Of those served, 30 percent are children, 16 percent are seniors, and adults served include students, the working poor and single parents. In 2016, Philabundance rescued more than 10 million pounds of food and distributed 24 million pounds through its own distribution programs, and a network of 350 agencies. A one dollar donation provides two meals - Give now or learn more at Philabundance.org.

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