

For Immediate Release

## **COVENTRY EXPANDS GLOBALLY, SERVES LOCALLY TO BENEFIT PHILADELPHIA'S SMALLER CHARITIES**

### **Community Service Program Connects Employees and Underserved Organizations**

FORT WASHINGTON, PA, October 12, 2009 – In 2007, Coventry President Constance Buerger saw that dozens of small, local charities with critical missions were struggling in obscurity. At the same time, Coventry was growing exponentially. Mrs. Buerger resolved to link Coventry's expanding workforce with important local causes, to everyone's benefit.

Two years later, Coventry's community service program has raised more than \$60,000 for 30 small charities and contributed hundreds of hours of volunteer work.

Coventry formally launched its community service program in 2007 with an invitation to employees to nominate local groups that were doing essential work outside of the public spotlight. The response was overwhelming. "Our people have always been active in their communities, but we saw an opportunity to use the company's resources to focus that energy and channel it to organizations where a single contribution can change their world," says Mrs. Buerger.

One beneficiary is Hill Freedman Middle School in Philadelphia. The school did not own enough athletic uniforms so players had to trade during games. Coventry's employees not only donated new uniforms but also painted the school's playground. "The school was amazed that somebody cared enough to help," says Mrs. Buerger. "It was the first time they had received that kind of contribution which is typical of many inspirational experiences created by our program."

Each month, Coventry sponsors a Dress Down Day in support of a local charity. Employees wear jeans and t-shirts to work and make a donation to the cause, which Coventry matches. Employees nominate organizations and Mrs. Buerger selects a different focus each month. All told, Coventry has raised in excess \$60,000 for organizations including Alex's Lemonade Stand, Manna on Main Street, Conquer Chiari, Philadelphia Futures, Safe Harbor Shelter and many more.

In addition, Coventry organizes regular volunteer events in support of Philadelphia Cares, a community-wide program that partners the Coventry team with local organizations to improve area schools and parks. Most recently,

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Coventry worked with Friends of the Wissahickon to clear an overgrown section of Philadelphia's Fairmount Park.

“Teamwork is one of our core values and this program enables us to work together to support organizations in our area that are doing important work but may have slipped through the cracks,” says Mrs. Buerger. “By coordinating our individual efforts, we can make a tremendous difference in the lives of those who really need the help.”

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### **About Coventry**

Coventry created the secondary market for life insurance in the US. By uniquely bridging insurance and capital markets, the company pioneered the life settlement industry and opened a new class of longevity-based assets for institutional investors worldwide. Today, Coventry is a global financial services firm leading the development of a robust longevity market. Coventry is based in Philadelphia with offices in London and Hong Kong.

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