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**BIRTH OF A GRASSROOTS CAMPAIGN MOVEMENT
Obama Supporters Clean Up Philadelphia**

Philadelphia, March 1, 2008... Within only 24 hours, 100 supporters of Barack Obama signed up for the first *Obama Philly Sweep*, which kicks off at 2227 Christian St. in the Graduate Hospital area on Saturday, March 1 at 1:00 pm. Street cleaning tops the agenda for this community service event - signaling the start of a new breed of political campaign that brings volunteers together around a constructive purpose.

The *Obama Philly Sweep* is the first local event hosted by Obama Works, a grassroots organization currently taking shape in Pennsylvania, Connecticut, and New Jersey. Obama Works intends to implement Barack Obama's message of change through community service projects. According to organizer Amirah Naim, the group is "working to transcend our differences and transform our country."

Obama Works will sponsor additional clean-up efforts in other Philadelphia neighborhoods prior to March 24th, the voter registration deadline for the Pennsylvania primary election. After the primary, Obama Works will continue to develop and organize a variety of community service outreach projects.

How did this community service movement start?

Two Yale undergraduates, David Manners-Weber and Justin Kosslyn, campaigned as volunteers for Obama in New Hampshire and began to brainstorm new approaches to campaigning. They published an article in the Yale Daily News that posed the question, "What if a portion of the grassroots campaign were dedicated to visible public service projects?"

That question intrigued Princeton graduate student Arvind Murugan, who wrote about the article on a few group listservs. His words resonated with several Philadelphia area residents - strangers - who started working together online. During the next two weeks, through emails and impromptu meetings, a grassroots movement dubbed Obama Works was born and the first *Obama Philly Sweep* was organized.

The Philadelphia-based *Sweep* is inspiring other communities to hold similar events. Residents of Lancaster, PA and students at NYU are planning *Sweeps* slated for March 1st. Back at Yale, too, movement founders David and Justin are taking time out of their studies to host their own *Obama New Haven Sweep*.

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Editors, please note...

Link to January 23, 2008 Yale Daily News article by Manners-Weber & Kosslyn (Obama's campaign can reshape communities): <http://www.yaledailynews.com/articles/view/23077>