

For immediate release

**SATURDAY JUNE 18, 2016 1:00 PM**  
**SIOBHAN "SAM" BENNETT ANNOUNCES**  
**BID FOR MAYOR OF ALLENTOWN 2017**  
*and launch of [www.sambennett.info](http://www.sambennett.info)*  
**AT CAMPAIGN OFFICE**  
*located at*  
**The Historic Hotel Traylor**  
*first floor left offices*  
**1444 Hamilton Street**  
**Allentown Pa 18102**

**Friday June 18, 2017 1:00 pm** With endorsements from both Pennsylvania's and Allentown's most accomplished women public servants, Siobhan "Sam" Bennett announces her bid for Mayor of Allentown 2017. Allyson Y. Schwartz (former U.S. Congresswoman PA-13) and Jeanette Eichenwald (former Allentown City Councilwoman and Inaugural Chair of 2017 Friends of Siobhan "Sam" Bennett) make it clear that Sam is exactly the leader Allentown needs as its next Mayor.

Former U.S. Congresswoman Schwartz, the longest serving woman from Pennsylvania in national politics stresses "I've known Sam Bennett for over twenty years, and I am excited to support her campaign for Mayor. Allentown deserves her kind of smart, trustworthy leadership. Through her political, business and civic endeavors, Sam has demonstrated her deep commitment to the city of Allentown. She is the leader Allentown needs to continue to grow and thrive."

Jeanette Eichenwald, who recently term-limited herself after two terms as an Allentown City Councilwoman, the lone voice on City Council speaking up against [Allentown's Mayor Pawlowski](#) for almost a decade, is registered as the Inaugural Chair for Friends of Siobhan "Sam" Bennett. Though recent family tragedy keeps her from being active in politics at this time she states " I wish you the very best in your campaign and truly feel that you are the best for Allentown. Though at this time I am unable to participate in politics in any fashion, I am wishing you the very best, and looking forward to voting for you in 2017."

In addition, Jennifer Marre, the Managing Director and Associate General Counsel for U.S. Trust Bank of America will be on hand to speak to her belief that Sam would make a great Mayor for Allentown, and to the exceptional job Sam delivered in Washington, D.C. where Marre served as Board Treasurer for Women's Campaign Fund and She Should Run under Sam's leadership as their National CEO.

Attorney Jennifer Marre, a Republican known for her passion for politics, adds "I have known Sam since she ran for Congress in 2008 and then as CEO for WCF and SSR, where I served as Treasurer to the Board of Directors. In a world where partisan politics have created nothing but gridlock, and where elected officials seem to have forgotten that their constituents elected them to represent them and work for their interests, Sam is a living reminder of the best of what our representatives have to offer: she is smart, sensible, and most importantly you can rely on two things - she will work hard for you, and she cares."

Siobhan "Sam" Bennett emphasizes "I am deeply honored by the vocal support of these remarkable women and the ever growing number of Allentown residents stepping forward with Jeanette Eichenwald to support my campaign for Mayor of Allentown 2017. When I was chosen after an extensive four-month national search to be CEO of Washington, DC based Women's Campaign Fund and She Should Run - I was clear with its remarkable Board of Directors. After working hard to make a difference for all women, I would stop commuting to D.C. at some point in the future to run for Mayor of Allentown, my last and most important bid for elected office. Now is that time."

In her thirty years of deep business and community involvement Sam also has accumulated over fifteen years of broad political experience - **shaping the first component of her mayoral platform - Best Political Practice: Mayoral Term Limits, Campaign Finance Limits, Transparency, Accountability, Responsiveness and Voter Engagement - essential to restoring faith in Allentown's City Hall.**

From being recruited by party leaders to run for U.S. Congress in 2008 where she was one of the [most endorsed challengers](#) in the nation in that election cycle (raising almost \$1 million dollars

and garnering a historic number of votes) to being recruited by both Republicans and Democrats to run for Mayor of Allentown in 2001, [losing by only 46 votes to Roy Afflerbach](#). From working in Washington, DC from 2009 - 2014 with women U.S. Senators and U.S. Congresswomen to serving as chair of the Allentown Democratic Party and first Vice Chair of Lehigh County Democratic Party 2003 - 2009 to ensuring Lehigh Valley was the top performing swing region in the nation in the 2004 presidential race -- Sam knows what's needed to restore confidence and keep Allentown's downtown momentum moving forward.

Commuting from Allentown to Washington, DC for five years, Sam served as the National CEO for [Women's Campaign Fund](#) and [She Should Run](#), the second longest serving CEO in the organization's forty year history and responsible for the highest revenue, leveraged impact and national awareness raising in this storied organization's history, the first to raise funds for women when they run for elected office.

For thirty years Sam has been an entrepreneurial leader in Allentown - from serving as PTO President at Muhlenberg Elementary School to co-founding [The William Allen Construction Company](#) to bringing [Properties of Merit to Allentown from Oneonta, NY where she originally created it and still runs to this day](#). To co-founding Allentown's [The Freedom Memorial and its Stories That Shaped A Nation](#), the only in the world featuring both Martin Luther and Coretta Scott King to serving as [Mayfair Festival of the Arts](#) Executive Director - delivering the highest revenue and attendance in its thirty-year history. From helping found [West Park Historic District](#) to restoring one of Allentown's finest historic homes, [The Historic Benner Mansion](#) making it [Allentown's first and still only bed and breakfast](#).

"This is my last and most important run for elected office. Important because I have worked for over thirty years to develop myself as a leader that can resolve the chronic issues that have kept our city from thriving. I am highly qualified to ensure and deeply committed to keeping Allentown's current momentum moving forward - so our city is safe, clean and prosperous for all."

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**Biography Allyson Y. Schwartz:** Well known as an effective and innovative leader in national health policy, Allyson Y. Schwartz is a groundbreaking political leader in Pennsylvania. Having served in Congress for a decade (2005 through 2015), she is the longest serving woman from Pennsylvania at the national level, most of that time as the only woman representing Pennsylvania. Schwartz was only the third woman elected to the Pennsylvania Senate in 1990, where she served for 14 years.

In Congress, Schwartz served on the powerful and influential Ways and Means Committee. In addition, she served as a senior member of the House Budget Committee, and as Chair for Recruitment and Candidate Services for the Democratic Congressional Campaign Committee. Throughout her career, Schwartz has encouraged, mentored and supported women running for office at all levels from across the country.

In office, Schwartz led the charge to create the Children's Health Insurance Program, and authored key provisions of the Affordable Care Act. Schwartz is noted for her leadership on Main Street revitalization efforts, green building initiatives and improving the lives of our nation's veterans.

Schwartz is currently the CEO of the Better Medicare Alliance, a Distinguished Policy Fellow at the University of Pennsylvania's Leonard Davis Institute of Health Economics, a Visiting Fellow at the Penn Wharton Public Policy Initiative and Co-Chair of the Bipartisan Policy Center Health and Housing Task Force.

Contact **Neil Deegan, Assistant to Allyson Y. Schwartz**  
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Allyson Y. Schwartz  
Former U.S. Congresswoman PA - 13



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Jeanette Eichenwald  
Former Allentown City Councilwoman, Inaugural Chair for Friends of Siobhan "Sam" Bennett



Jennifer Marre, Managing Director, Associate General Counsel, U.S. Trust; Former Board Treasurer Women's Campaign Fund and She Should Run



Siobhan "Sam" Bennett  
Candidate for Mayor of Allentown 2017

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