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Philly Pops CEO Giordano earns Legacy Award



By [Celeste E. Whittaker](#)

Philly Pops President and CEO Frank Giordano will be honored with the annual Legacy Award.

The Moorestown resident, who is also president and CEO of Atlantic Trailer Leasing Corp., was selected by a committee of Legacy Foundation board members and volunteers, who recognize an individual's impact on the community and on the lives of those who are less fortunate, according to a release.

Giordano, a Cherry Hill native, will be feted on March 25 at The Merion in Cinnaminson where Legacy CEO Roy Leitstein will present him with the award as part of Legacy's annual Monte Carlo Night.

[Moorestown man helps fund scholarship at Rutgers-Camden](#)

"Frank Giordano is an individual who is dedicated to many important causes and we are thrilled to be honoring him for his long history of community service and philanthropy," Leitstein said in a release.

Giordano said it's "especially meaningful to be involved with an organization that is based right in my backyard and one that impacts tens of thousands of people around New Jersey." He said that he's been impressed with the Legacy's "broad scope of work – from crisis intervention to substance abuse to special education."



Moorestown's Frank Giordano (center) is shown with a group of entrepreneur students at Drexel University. Giordano, a longtime business owner, helped create a scholarship for business students at Rutgers University-Camden, his alma mater. On March 25, he will receive the Legacy Award from the Legacy Foundation. (Photo: Photo provided)

Last year, Giordano and his wife, Dottie, created the Frank & Dorothy Giordano Endowed Scholarship for students in the Rutgers University-Camden School of Business, pledging \$50,000 for the scholarship to help support the “Responsibility” scholarship program at the business school.

The purpose is to provide assistance to students who work while having a full-time academic schedule, enabling them to participate in business school opportunities and internships.

Giordano also created the Philly POPS Salute Series – holiday concerts that honor military members and first responders with free tickets.

He also serves as a member of the Rowan University Board of Trustees, the Rutgers School of Business Dean’s Leadership Council, a board member of the Salvation Army New Jersey State Advisory Board, and a member of the Philadelphia Business Council for the Consulate General of Italy.

Some of his previous honors and awards include Order of the Merit of the Italian Republic by the Ambassador of Italy, the Philadelphia Business Hall of Fame Award, and the Philadelphia Music Alliance’s inaugural Platinum Award, among others.

The Legacy Foundation “raises awareness and funding for Legacy Treatment Services, a nonprofit behavioral health organization serving more than 15,000 people each year.” Legacy Treatment Services operates over 50 programs across 14 New Jersey counties and throughout Delaware.

Giordano added that as the leader of the Philly Pops orchestra he appreciates that a portion of the March 25 event’s proceeds “will bring art and music therapy to children with developmental disabilities.”