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## **Parks on Tap Launches at Schuylkill Banks** ***Traveling Beer Garden Featuring Food by Chef Mitch Prenskey***

**(Philadelphia) – June 29, 2016 -- Today Philadelphia Parks and Recreation (PPR), in partnership with Fairmount Park Conservancy and Avram Hornik of FCM Hospitality, launched “Parks on Tap,” a program that will bring a mobile beer garden to a different city park each week for 14 weeks, starting now through October 2.** In addition to offering food and beverages, Parks on Tap will provide seating for up to 200 in chairs and hammocks, restrooms, and additional amenities such as games and activities for kids – encouraging friends and families to take advantage of the city’s beautiful outdoor spaces.

Parks on Tap will feature two concession trucks – one with regional craft beers, wine and a selection of non-alcoholic beverages and the other with snacks and sandwiches. At the event, Avram Hornik – the hospitality leader who conceived the seasonal establishments such as Morgan’s Pier, Winterfest, and the 2013 PHS Pop-Up Garden – revealed that one of Philadelphia’s favorite chefs, Mitch Prenskey, has created the Parks on Tap menu. Prenskey, owner and operator of Scratch Biscuits, The Global Dish Caterers and former *Philadelphia Inquirer* three-bell rated restaurant Supper, has assembled a brief but versatile menu of crowd-pleasers including hot sliders on homemade Parkerhouse rolls (meatball, brisket, roasted pork or portobello mushroom) and cold dishes (vegan chilled soba noodles, chopped Greek salad, quinoa salad with tofu, and fusilli with summer vegetables). The menu will also feature grab-n-go items like cinnamon candied nut and raisin mix and Mexican corn snacks with chile lime salt as well as house-made desserts like chocolate chunk sea salt cookies, yogurt with fruit and granola, and a biscuit pudding parfait of the week. Prenskey’s menu also includes some Scratch Biscuit brunch items on Saturdays and Sundays.

Guests to Parks on Tap can expect an enhanced social experience through special activities such as live music, games, outdoor yoga from Maha Yoga Studio every Saturday at 12:15 pm (suggested donation) and pre-packaged picnics on site in addition to each park’s current

activities and events. A portion of the proceeds from this program will benefit Philadelphia's parks.

"My love for our city parks and the neighborhoods that steward them is why I'm so excited to announce the inaugural season of Parks on Tap," **PPR Commissioner Kathryn Ott Lovell** said. "This initiative provides an amenity for enjoyable, family-friendly gatherings in these beautiful parks. It will introduce residents and visitors to Philadelphia's incredible, and often unknown, assets in a fun and engaging way, connecting them to our rich culture, history and distinction of having one of the top park systems in the world."

Many of the 14 parks are offering their own programs coinciding with the Parks on Tap stop at their location, adding even more reasons to check out this new venture. For example:

- **6/30 at Schuylkill Banks/Walnut Street Bridge:** Riverboat Tours, 5:30 – 6:30 pm and 7 – 8 pm, \$22 for adults, \$12 for children under 12 (2501 Walnut Street Philadelphia, PA 19103)
- **7/9 and 7/10 at Shofuso Japanese House and Garden:** Family Tanabata Weekend (midsummer star festival): 11 am – 5 pm, free with admission to the Shofuso Japanese House and Garden (Lansdowne and Horticultural Drives, West Fairmount Park)
- **7/27-7/31 at Clark Park:** Shakespeare's "The Two Gentlemen of Verona," 7 pm, free (4398 Chester Avenue Philadelphia, PA 19104)
- **9/11 at Fairmount Waterworks:** Screening of the ecological drama/documentary "Oceans," 1 – 3 pm and 3 – 5 pm (640 Waterworks Dr. Philadelphia, PA 19130)

*For a full list of parks' coinciding activities and directions to each location, download information from <http://bit.ly/ConservancyPressKit>.*

**Barbara Capozzi, a member of Friends of FDR Park**, said that the South Philadelphia community is thrilled to have Parks on Tap travel to their neighborhood.

"We anticipate that Parks on Tap will make FDR Park the place to be on Labor Day weekend," Capozzi said. "It is original and creative programs such as Parks on Tap that keep Philly's beautiful parks relevant, energetic and growing more popular every day."

PPR and the Conservancy chose FCM Hospitality to lead and facilitate all operations for the 14 locations because of Hornik's experience with seasonal establishments and in light of his goals for creating a commonality of culture among the city's public spaces.

"Parks on Tap celebrates the city parks we may have overlooked and the familiar ones we can encounter in new ways," said Hornik. "This is a chance to gather people together at several neighborhood locations throughout the summer and take full advantage of something generations past worked hard to preserve – whether that be through any of the activities we bring to the park or just enjoying conversation over snacks from Mitch's menu and beers."

This sentiment is shared also by **Fairmount Park Conservancy and its Interim Executive Director, Tim Clair**. “We have so many unique places in our park system. We are excited to have 14 diverse locations participating in the pilot year of Parks on Tap and to share these places with Philadelphians and visitors alike,” Clair said.

In its pilot year, the program will visit 14 parks, with plans to expand its reach in the future. Below is a full schedule of where residents can catch Parks on Tap this summer (and into fall):

<b>Dates</b>	<b>Park</b>
6/29 – 7/4*	<b>Schuylkill Banks at Walnut Street Bridge</b> 2501 Walnut St.
7/8 – 7/10	<b>Shofuso Japanese House and Garden</b> Lansdowne and Horticultural Dr., West Fairmount Park
7/15 – 7/17	<b>Belmont Plateau</b> Army Road
7/20 – 7/25*	<b>Aviator Park</b> 20 <sup>th</sup> St. and Benjamin Franklin Parkway
7/27 – 7/31*	<b>Clark Park</b> 4398 Chester Ave.
8/3 – 8/7*	<b>Jefferson Square Park</b> 400 Washington Ave.
8/12 – 8/14	<b>Playing Angels,</b> Kelly Drive and Fountain Green Dr.
8/19 – 8/21	<b>Penn Treaty Park</b> 1431 N. Delaware Ave.
8/26 – 8/28	<b>Paine’s Park</b> Martin Luther King Jr. Drive and Benjamin Franklin Parkway
9/1 – 9/5	<b>FDR Park</b> 1500 Pattison Ave.
9/7 – 9/11*	<b>Fairmount Water Works Side Lawn</b> 640 Waterworks Dr.
9/16 – 9/18	<b>Mt. Pleasant Mansion</b> 3800 Mt. Pleasant Dr.
9/21 – 9/25*	<b>Powers Park</b> Almond St. and East Ann St.
9/30 – 10/2	<b>Lemon Hill Mansion</b> Sedgeley and Lemon Hill Dr.
*extended hours	

Hours of operation are Friday and Saturday 1 – 11 pm; Sunday 12 – 10 pm, with extended hours of Wednesday and Thursday 5 – 10 pm at certain locations where noted, and subject to change. On July 4 and September 5, extended holiday hours are 12 – 10 pm. For more information regarding upcoming details about each Parks on Tap location, please visit [www.parksontap.com](http://www.parksontap.com). Follow Parks on Tap on social media: on Twitter, Instagram, and Snapchat @parksontap, as well as Facebook.

Additionally this season, Hornik will be debuting Beer Garden Catering, an exclusive opportunity for those who want their own personal Parks on Tap experience. Using the same Parks on Tap concession trucks and amenities, this service provides a chance to have a private event in one of the many selected city parks across Philadelphia. Ask about Beer Garden Catering for weddings, reunions, or even just a twist on the office happy hour.

**FOR HIGH-RESOLUTION PHOTOS, download them from the press room here:**

<http://bit.ly/ConservancyPressKit>.

### **About Philadelphia Parks & Recreation**

Philadelphia Parks & Recreation advances the prosperity of the city and the progress of her people through intentional and sustained stewardship of public land and waterways as well as through safe, stimulating recreation, environmental and cultural centers. PPR helps Philadelphia's children and other residents grow by connecting them to the natural world, to each other, and to fun, physical and social opportunities. For more information, find Philadelphia Parks & Recreation online at [www.phila.gov/parksandrecreation](http://www.phila.gov/parksandrecreation) and follow @philaparkandrec on social media.

### **About Fairmount Park Conservancy**

Fairmount Park Conservancy exists to champion Philadelphia's parks. Our mission is to work as a collaborative partner to lead and support efforts that preserve and improve the parks and recreation system in order to enhance the quality of life and stimulate economic development of the Greater Philadelphia Region. We fulfill our mission by leading capital projects and historic preservation efforts, fostering neighborhood park stewardship, attracting and leveraging resources for the parks, and developing innovative programs throughout the 10,200 acres that include Fairmount Park and more than 100 neighborhood parks around the city. The Fairmount Park system is one of the largest urban park systems in the world and includes some of the region's most famous attractions. For more information, please visit [myphillypark.org](http://myphillypark.org), join us at [facebook.com/fairmountparkconservancy](https://www.facebook.com/fairmountparkconservancy), and follow us on Instagram and Twitter @myphillypark.

### **About FCM Hospitality**

FCM Hospitality is a Philadelphia-based hospitality and entertainment company, managing bars, restaurants and seasonal pop-ups throughout the region. The company is owned by Avram Hornik, a leader with more than 20 years in the hospitality industry, who has developed some of the area's most popular permanent and temporary venues in the city such as Morgan's Pier, the Drinker's Bars, Union Transfer, Boot & Saddle, Winterfest and the 2013 PHS Pop-up Garden. For more information about FCM Hospitality, visit [fcmhospitality.com](http://fcmhospitality.com) or call 215.568.1616.

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