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## Second Season of Parks on Tap Opens May 17 More Parks, More Weeks, More Fun

**Philadelphia – February 9, 2017—Fairmount Park Conservancy, Philadelphia Parks & Recreation, and FCM Hospitality are pleased to announce the return of Parks on Tap, the mobile beer garden that launched last summer.** Continuing its contract with the City, FCM will again provide fresh food, beer on tap, wine, snacks, and non-alcoholic beverages in a festive outdoor environment featuring comfortable chairs and hammocks, clean restrooms, and family friendly activities.

This year, **Parks on Tap will kick off on Wednesday, May 17 during LOVE Your Park Week** and travel to a different park each week for 20 weeks before concluding the season on Sunday, October 1. The partners see Parks on Tap as a way to encourage Philadelphians to explore their extensive park system.



“The popularity of Parks on Tap exceeded our expectations, so we added more time and locations,” said **Kathryn Ott Lovell, Commissioner of Philadelphia Parks & Recreation**. “In some cases, the beer garden will be set up at highly trafficked areas, like Schuylkill Banks, but in others it will

be tucked away in neighborhood parks, giving lots of residents a chance to see their park in a different light.”

**Elizabeth Moselle, Associate Director of Business Development at Fairmount Park**

**Conservancy**, said that developing and promoting concessions is one of many ways in which the Conservancy activates Philadelphia’s parks. “Great parks are great urban assets, but sometimes people need an incentive to get out and enjoy them,” said Moselle. “The Conservancy is looking forward to bringing Parks on Tap to at least 20 parks all across the City and give neighbors a reason to come together.”

The list of participating parks is being developed, but FCM Hospitality expects to operate for a minimum of 3-5 days per location (Wednesdays through Sundays), with some additional 1-day locations throughout the season. Further updates will be at [parksontap.com](http://parksontap.com) or [myphillypark.org](http://myphillypark.org) as they become available.

“We are grateful to the neighborhoods of Philadelphia that invited us to share their parks during the 2016 season,” said **Avram Hornik, CEO of FCM Hospitality**. “It is a privilege to offer Parks on Tap in 2017, and we look forward to visiting some parks again while being introduced to more of the communities that make up our city.”

**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://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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*Photo credit: Albert Yee for Fairmount Park Conservancy*