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 or myphilypark.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 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, join us at 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 or call 215.568.1616.

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*Photo credit: Albert Yee for Fairmount Park Conservancy*