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FOR IMMEDIATE RELEASE

**DELAWARE RIVER WATERFRONT CORPORATION ANNOUNCES CAMPAIGN TO
RAISE FUNDS TO OUTFIT AND FURNISH NEW PENN'S LANDING PARK**

Campaign launched with \$2 million challenge grant from The Pew Charitable Trusts

PHILADELPHIA, February 26, 2020—The Delaware River Waterfront Corporation (DRWC) announces a capital campaign to raise funds to outfit the new Park at Penn's Landing, and that the campaign has launched with a \$2 million challenge grant from The Pew Charitable Trusts; \$4 million more is needed to reach the fundraising goal.

Specifically, the funds will be used to outfit the park with landscaping, such as trees, flowers, shrubs, and other greenery; furnishings, such as seating and child play areas; a café; and a performance space for hosting concerts, festivals, and other activities. All of the outfitting and furnishings incorporate initial feedback from Philadelphia residents and other stakeholders, which was received as part of DRWC's long-term, ongoing public engagement process for the new space.

"We're excited to move forward in this next phase of fundraising for the new park at Penn's Landing and are grateful to The Pew Charitable Trusts for its support," said Joe Forkin, president of DRWC. "All of our funders, through their commitment and investment in this transformational project, have established a strong foundation as we move forward. This new park will add tremendous value to the lives of residents and visitors, as well as our local economy."

The 12-acre, \$225 million public park is scheduled to open in 2024. Pew's challenge grant well positions DRWC to raise an additional \$4 million before the park opens, and the opportunity to leverage further investment to enhance its fit out, furnishings, and ongoing operations. Additional funding sources include the Commonwealth of Pennsylvania, City of Philadelphia, The William Penn Foundation and The John S. and James L. Knight Foundation.

"Pew is very pleased to support the development of the new park at Penn's Landing and to help position the Delaware River Waterfront Corporation to raise its additional funds," said Rebecca W.

Rimel, president and CEO of The Pew Charitable Trusts. “This new public space has great potential to enrich the civic, cultural, and economic vitality of the Delaware River waterfront and strengthen Philadelphia’s appeal as a vibrant place to both live and visit.”

The creation of the new park is a key recommendation of the [Master Plan for the Central Delaware](#) which aims to increase access to the Waterfront for residents and visitors alike. Construction for the park will begin in late 2021, shortly after the completion of the central portion of the Delaware River Trail, a continuous multi-use trail (pedestrians, cyclists) that will run from Washington Avenue (in the south) to Spring Garden Street (in the north) along Columbus Boulevard.

In October, DRWC, the City, and the Pennsylvania Department of Transportation (PennDOT), hosted a citywide open house at which these designs were shared, along with the project timeline and ways for residents to continue to be involved in the process moving forward. For more information and for updates about the fundraising campaign, please visit www.parkatpennslanding.com.

ABOUT DELAWARE RIVER WATERFRONT CORPORATION (DRWC)

DRWC is a 501(c)(3) created in January 2009, exclusively for the benefit of the City of Philadelphia and its citizens. The fundamental purpose of DRWC is to design, develop, program and maintain public amenities such as permanent and seasonal parks, trails, and streetscape improvements to transform the waterfront into a vibrant destination for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia as is consistent with the goals of the Master Plan for Central Delaware. Daily programming throughout the entire year is changing the way Philadelphians see and converse about the waterfront, and is helping to create spaces and communities that connect residents and visitors to the waterfront and is helping to create spaces and communities that connect residents and visitors to the waterfront. Visit delawareriverwaterfront.com for more information.

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