



## ***BLUE CROSS RIVERRINK SUMMERFEST ANNOUNCES THE DEBUT OF THE MIDWAY***

*Blue Cross RiverRink Summerfest to open new section 'The Midway', an exciting expansion of Philadelphia's Urban Boardwalk which will feature rides and boardwalk-style games.*

Philadelphia's only outdoor roller skating rink is back this summer for its third season and opened to record breaking crowds this past Memorial Day Weekend. But the Delaware River Waterfront Corporation (DRWC) is pulling out all of the stops to ensure that the 2017 summer on the waterfront will be the most exciting yet. Opening on June 23<sup>rd</sup>, a new section which will be known as The Summerfest Midway will make its debut as the finishing touch in completing Philadelphia's urban boardwalk. And what would a boardwalk be without rides and games?

The Midway's main attraction is without a doubt the 60-foot Ferris Wheel (\$4 per person to ride) that will transform the skyline and offer rides with panoramic views across the river and a birds eye view of [Blue Cross RiverRink Summerfest](#) and beyond.

Operated by Skelly's Amusements, The Midway will open with a 60-foot, 16 gondola Ferris Wheel, accompanied by a carousel (\$3 per person to ride). The Ferris Wheel will operate from The Midway's opening on June 23<sup>rd</sup> through July 9<sup>th</sup>. The popular Pharaoh's Fury swinging boat ride (\$4 per person to ride) will bring new energy and shake things up (literally!) from July 10<sup>th</sup> through July 23<sup>rd</sup> at which point the Ferris Wheel will return and run through August 14<sup>th</sup>. A Typhoon Magic Carpet ride (\$4 per person to ride) will cap off the season. In short, the carousel will be a permanent attraction throughout Summerfest, while the featured ride will change between the Ferris Wheel, the Pharaoh's Fury swinging boat ride, and the Typhoon Magic Carpet ride.

Of course, boardwalk entertainment would not be complete without a collection of exciting games and the chance to win great prizes. The Midway will include six pay-as-you-go games including:

**Water Race (\$3 per player)**

*A group of players shoot water at a target, making their character rise. The first player that makes it to the top of the game wins. The more players there are, the larger the size prize.*

**Basketball game (\$2 a shot or 3 for \$5)**

*Players take aim and shoot their basketball into the basketball net.*

**Balloon Bust (3 darts for \$5)**

*Players aim and throw their dart at a board filled with inflated balloons. The more balloons the player breaks, the bigger their prize is.*

**High Striker/Ring the Bell game (3 swings for \$5, everyone wins a prize)**

*Kids get to show how strong they are by swinging a kid-sized hammer at a target. Hit the target hard enough and they ring the bell. And if they don't ring the bell, they're still winning!*

**Cork Gun game (\$5 to play, players keep shooting until they win)**

*Players use an old-fashioned Daisy cork gun to shoot corks at plastic cups. The player keeps shooting until they knock one over. The prize size is listed on the cup they knock over.*

**Break a plate game (3 balls for \$5)**

*Players take aim at plastic plates lined up side by side in rows. Break 2 plates with a ball and win a prize.*

**HOURS (subject to change):**

Rides

Monday through Thursday- 1:00pm-10:30pm

Friday- 1:00pm-12:30am

Saturday- 11:00am-12:30am

Sunday- 11:00am-10:30pm

Midway Games

Monday through Thursday- 5:00pm-10:30pm

Friday- 5:00pm-12:30am

Saturday- 11:00am-12:30am

Sunday- 11:00am-10:30pm

[Blue Cross RiverRink Summerfest](#) complements its fellow waterfront attractions; Race Street Pier, Pier 68, Washington Ave. Pier, and Spruce Street Harbor Park sustained by Univest Bank and Trust Co. (SSHP) on the Delaware River Waterfront, and provides a

strong summertime counterpart to the ever-popular Blue Cross RiverRink Winterfest. The roller skating rink, which is made possible by the continued generosity of Independence Blue Cross, provides a fantastic outdoor summer activity for family, friends and date nights.

The Artful Golfer is the place to practice your mini-golf game and enjoy the artwork of local artist, Peter Slavin who's work now graces each of the nine holes along the course. Blue Cross RiverRink Summerfest will be open seven days a week through Labor Day. Perhaps one of the most popular opening weekend features was **Zoltar** who tells your fortune for \$1.00.

Chickie's and Pete's Waterfront Crabshack is back by popular demand, this year with the addition of weekly Thursday night all-you-can-eat snow crab feasts for \$40 per person. The air-conditioned space features picnic tables with paper table covering, crab pots, and beach-themed décor. Ice cream and treats from Franklin Fountain offer sweet relief on those upcoming hot summer nights.

Paired with the continued activity at Spruce Street Harbor Park, weekly themed nights, weekend programming and special events throughout the summer, and soon featuring the highly anticipated addition of The Midway, the third season of Blue Cross RiverRink Summerfest has already begun to set the idyllic scene to enjoy summer days and nights.

## **FIREWORKS SCHEDULE**

Blue Cross RiverRink Summerfest goers can enjoy as many as five fireworks shows over the river throughout the summer.

- June 30 - 9:30 p.m. – The Philadelphia Orchestra Neighborhood Concert presented by Wells Fargo and Wawa Welcome America Fireworks presented by Comcast NBCUniversal & Pyrotecnico over the Delaware River Waterfront
- July 1 - 9:30 p.m. – United States Army Band "Pershing's Own" and Wawa Welcome America Fireworks presented by Comcast NBCUniversal & Pyrotecnico over the Delaware River Waterfront
- July 4 - 9:30 p.m. - Wawa Welcome America Fireworks presented by Comcast NBCUniversal & Pyrotecnico over the Benjamin Franklin Parkway
- July 4 - 9:30 p.m. - Freedom Festival Fireworks at Wiggins Park over the Delaware River Waterfront *Sponsored by the Camden County Chosen Board of Freeholders*

## **SPECIAL EVENTS & PROGRAMMING**

### **Blue Cross RiverRink Summerfest Late Night Series - *NEW for 2017!***

Blue Cross RiverRink Summerfest offers a series of late night events for those 21 years of age and older. The late night series takes place after Summerfest closes to the public. All events are ticketed and include a drink and a night of themed activities. The series themes are as follows:

- June 15 – Caddyshack Classic: complete with a Caddyshack screening, mini-golf, Yards Beer, and a costume contest.
- July 20<sup>th</sup> – TBA
- August 24<sup>th</sup> – TBA

[Visit our website](#) for the latest schedule of events.

## GENERAL INFORMATION

Blue Cross Summerfest Season is May 26 – September 3.

### Admission

\$3 admission, \$10 skate rental

*Admission is free for all Independence Blue Cross cardholders and employees*

Visitors are welcome to bring their own skates

### Hours

Blue Cross RiverRink Summerfest tickets purchased will be for an open skate, offering flexibility and fun for our guests.

- Monday - Thursday, 1pm-11pm
- Friday & Saturday, 11am-1am
- Sunday, 11am-11pm

### Contact & Location

Phone: 215-922-2FUN

Website: [www.riverrink.com](http://www.riverrink.com)

Address: Columbus Boulevard at Market Street (GPS Address: 101 S. Columbus Blvd)

[Facebook](#), [Twitter](#), [Instagram](#)

### Transportation

- [RiverLink Ferry](#)
- Public Transportation: Market-Frankford line to 2<sup>nd</sup> Street, SEPTA bus routes 17, 21, 25, 33, 42, and 48
- Public parking available in the Market Street Lot, Walnut East and West Lots.
- Philly Phlash: Stop located at the Great Plaza at Penn's Landing

### Photos

Available in our Press Room: <http://www.delawareriverwaterfront.com/footer/hi-res-photos>.

Please contact for media password.

### Summer Sponsors

Summerfest is sponsored by [Independence Blue Cross](#), [Pennsylvania Lottery](#), [Coca Cola Refreshments-Philadelphia](#), [Live Nation](#), [Visit Philadelphia](#), [NBC10](#), and [Telemundo62](#).

### About Independence Blue Cross

[Independence Blue Cross](#) is the leading health insurance organization in southeastern

Pennsylvania. With our affiliates, we serve nearly 10 million people in 25 states and the District of Columbia, including 2.5 million in the region. For nearly 80 years, we have been enhancing the health and wellness of the people and communities we serve by delivering innovative and competitively priced health care products and services; pioneering new ways to reward doctors, hospitals, and other health care professionals for coordinated, quality care; and supporting programs and events that promote wellness. To learn more visit [www.ibx.com](http://www.ibx.com). Connect with us on Facebook at [ibx.com/facebook](https://www.facebook.com/ibx.com/facebook) and on Twitter at [@ibx](https://twitter.com/ibx). Independence Blue Cross is an independent licensee of the Blue Cross and Blue Shield Association.

### **About Chickie's and Pete's**

Chickie's & Pete's is a Philadelphia-area sports bar and restaurant chain with 15 locations across Pennsylvania and New Jersey. Founded in 1977 by Peter and Henrietta Ciarrocchi, Chickie's & Pete's started as a single location in the Mayfair neighborhood of Philadelphia and has since grown to become one of the most recognizable brands in the region. Its famous, one-of-a-kind Crabfries® concession locations can be found in stadiums, arenas, boardwalks and amusement parks throughout the Mid-Atlantic region. Chickie's & Pete's is a leader in forging innovative strategic partnerships and utilizing technology to bring together casual dining with interactive sports entertainment. The company combines family-based values with a love of all things sports in each of its locations.

### **About the Delaware River Waterfront Corporation**

**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.

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