

Discover the Hidden River at Grays Ferry Crescent

a collaboration between Schuylkill River Development Corporation, Public Workshop, The Hacktory, and SecondMuse.



#discoverthecrescent

Philadelphia, PA - September 5, 2013 - Come to Philadelphia's hidden gem, the Grays Ferry Crescent, throughout September to make, build, design, illuminate, collaborate and create! Participate in bridge-building competitions, make your own electronic fireflies, race life-size flora and fauna and build your part of a temporary settlement along the historical Schuylkill river. These events are FREE and open to all ages.

Grays Ferry Crescent is one of Schuylkill River Development Corporation's most recent projects to extend Schuylkill Banks along the tidal Schuylkill River to as many Philadelphia neighborhoods as possible. It is also part of The Circuit, Greater Philadelphia's multi-use trail network. Located on the east side of the Schuylkill between 34th and Wharton Streets, the Crescent has been referred to as Philadelphia's 'most hidden gem.' Many Philadelphians have yet to discover this public beauty, which is nestled along the river in the Forgotten Bottom neighborhood, near Grays Ferry Avenue. To promote one of Philadelphia's newest green assets, [SRDC](#), in partnership with [SecondMuse](#), [Public Workshop](#), and [The Hacktory](#) is inviting you to get to know the Grays Ferry Crescent throughout the month of September.

CAMP CRESCENT!

September 20-22 @ Grays Ferry Crescent

Public Workshop, an organization that creates uniquely engaging activities for youth and communities to shape the design of cities, seeks brave explorers, storytellers, knitters, fishermen, builders, tinkerers, adventurers, swashbucklers, hair-brained inventors and pioneers of all ages to participate in a three-day festival of making, building and exploring the 'hidden river' at the Grays Ferry Crescent. Over the course of three days, participants will work with skilled makers and designers to build Camp Crescent, following actual historical milestones of development along the Schuylkill River. Participants will have the opportunities to help build a massive cardboard fort, make their own fishing rods, participate in skateboarding competitions that celebrate local fauna, design flags for the Crescent, construct bird houses, and compete in

'cross-the-river' bridge-building competitions, all the while learning about the history and ecology of the Schuylkill River. For more information, visit: <http://publicworkshop.us/campcrescent/>.

Rain Date: September 27-29, 2013. This activity is FREE and for all ages. We welcome groups of all ages and sizes. Come for just a couple hours or spend three days making fantastic things with great people! #discoverthecrescent

LIGHT UP THE CRESCENT

September 18, 20, 21, 25, 27th @ Grays Ferry Crescent, Schuylkill Banks, Rittenhouse Square and The Hacktory

The Hacktory, a provider of arts and technology engagement and education, will be hosting a series of workshops and Firefly Swarms (bike parades and firefly gatherings) to honor the *Photuris Pennsylvanica*, also known as the firefly. Environmental shifts due to development along the waterways have caused the firefly population to dwindle. The Hacktory will be offering workshop opportunities to build your own LED bike lights and arduino fireflies in order to engage Philadelphia in conversation about the plight of the firefly, to discover and steward the places they call home such as the Grays Ferry Crescent, and to experience the intersection of technology and nature. The Hacktory will host Firefly Swarms (bike parades) throughout the city, gathering lit up friends and neighbors along the route to direct people to the final stop at the Crescent. Once at the Crescent, parade participants will have the opportunity to be a part of a Swarm interacting with fabricated fireflies with cell phones and other lights. All activities are FREE and open to the public! #discoverthecrescent

9/18 (rain date 9/20): Firefly Swarm (bike parade) to the Crescent; meet @ SW corner of Rittenhouse Square at 7pm

9/20: LED Bike Light Workshop @ the Crescent from 6-8pm

9/21: Firefly Making Workshop @ the Crescent from 4-6pm

9/21: Firefly Swarm (bike parade) @ the Crescent from 7-9pm

9/25: Firefly Making Workshop @ The Hacktory from 6-9pm (registration required)

9/27 (rain date 9/28): Firefly Swarm (bike parade) to the Crescent; meet @ SW corner of Rittenhouse Square at 7pm

Park entrances are located at Grays Ferry Avenue and the FedEx driveway (approximately 36th St.), Schuylkill Avenue and Wharton Street, and off of the 34th Street/University Avenue Bridge.

If your school or organization is interested in joining the expedition at the Crescent or you'd like more information, please contact katey.metzroth@secondmuse.com or 646.270.2439.

Hashtag: #discoverthecrescent



About SRDC

Schuylkill Banks is a project of the Schuylkill River Development Corporation (SRDC) and the City of Philadelphia. SRDC is a public-private partnership leading the development and revitalization of the tidal Schuylkill River. With a proven track record in raising funds, promoting city assets, and collaborating with a broad and diverse constituency, SRDC works with federal, state, city and private agencies to coordinate, plan and implement economic, recreational, environmental, and cultural improvements and tourism initiatives on the lower Schuylkill River between the Fairmount Dam and the Delaware River. www.schuylkillbanks.org

About Public Workshop

A cheerleader of possibility, Public Workshop creates uniquely engaging opportunities for youth and their communities to shape the design of their cities. Whether empowering people to design and build civic improvements or gather the data and stories that measure impact and substantiates change in their neighborhood, we are redefining the way that youth participate as citizens, leaders, and critical problem solvers in the design of their communities. In the process, we are fundamentally re-imagining education by reshaping how and where learning occurs. www.publicworkshop.us

About The Hacktory

The Hacktory's mission is to inspire anyone to use technology for personal expression. To achieve this The Hacktory provides opportunities to learn about and experiment with technology (such as circuits, lasers, cameras, electricity, radio-frequency, robots, computers, and the science and math behind them), and a respectful, friendly atmosphere where artists, scientists, and programmers alike can feel comfortable asking questions and learning from each other. www.thehacktory.org

About SecondMuse

SecondMuse is an innovation and collaboration agency. SecondMuse co-creates prosperity by applying the art and science of collaboration to solve complex problems. Founded in 2008, SecondMuse has worked with over 300 clients around the world to co-design and co-create solutions to complex social challenges. Some examples of SecondMuse's work include: Random Hacks of Kindness, Launch, and International Space Apps Challenge. www.secondmuse.com

About the Circuit

The Circuit is a multi-use trail network that connects 250 miles of trails throughout the Greater Philadelphia area in Pennsylvania and New Jersey, with plans to add 500 additional miles to the system. When fully complete, The Circuit will help connect people to jobs, recreational opportunities, public transportation and other neighborhoods, and will serve as a gateway to open green space. Support of The Circuit is being led by The Circuit Coalition, a group of nonprofit organizations, foundations and agencies working together to raise the profile of this regional trail network, and educate people about the benefits an increased trail network will bring to the region. www.connectthecircuit.org.