

# Penn Street Pop Up Park and Pump Track

## What IS A Pump Track?

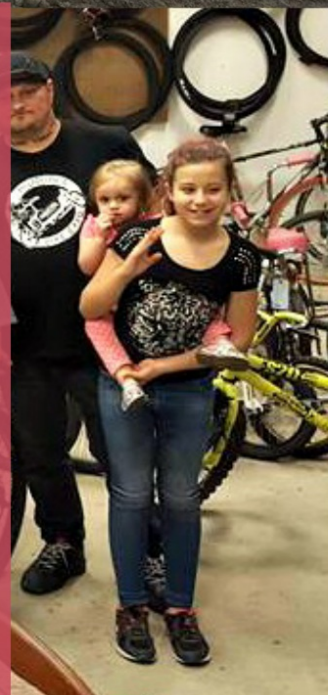
A pump track is a continuous loop of dirt berms and "rollers" (smooth dirt mounds) that you ride without pedaling. The name "pump track" comes from the pumping motion used by the rider's upper and lower body as they ride around the track.

This pop up park is located at 924-28 Penn Street and will include one beginner pump track and one advance pump track. It will also include a community garden, cared for by local students.



## What Value Does It Bring To Reading, PA?

- This project is mobilizing volunteers to transform a blighted lot into an active community space.
- Local students are 'digging to ride,' practicing teamwork to create something that promotes a healthy lifestyle.
- Local transitioning-youth attended City Council and Planning Commission meetings throughout the project proposal, engaging in and learning about the civic-advocacy and democratic process.
- Local adult volunteers are taking leadership roles in coordinating a major community project and serving as mentors in their community.
- The pump track adds to Reading's growing bike culture and will be the city's first outdoor bicycle recreational facility.
- Local students from the elementary school across the street will take their education outside, helping to maintain the community garden.





# INVEST IN READING'S FIRST POP UP PARK & PUMP TRACK



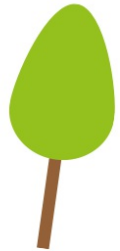
**\$25**

Supports a shovel and pair of  
work gloves for a volunteer  
or  
two tomato plants for the  
community garden



**\$150**

Supports two  
beautiful trees



## SPONSORSHIP LEVELS

**Pay To Play: Help us pay for stuff and earn naming rights to portions of the park.**

We're a creative organization. And we really want this thing built. If you have a sponsorship idea that's not listed, talk to us, and let's make it happen.

(Sorry: Foot rubs are out of the question. Our Exec Director Brian cooking you dinner: totally doable...he's a good cook.)

**Community  
Sponsor**

**\$350**

Get a coveted spot on the Donor List,  
posted in the park, and  
shout outs in our newsletters, webpage  
and social media.  
Come on--make this Facebook Official.

**Tomato Plant  
Sponsor**

**\$750**

(above, and,)  
Post your, or your organization's, name on  
a tree, shrub or raised garden bed plaque.  
Your name could be the one a child sees  
every time she picks a fresh tomato...

**Pump Track  
Sponsor**

**\$2,500**

(above, and,)  
We'll name one of the pump tracks after  
you! If that doesn't up your street cred,  
then we just don't know what will.

**Community Mural  
Presenting  
Sponsor**

**\$5,000**

(the first two, and,)  
The park is sided by a wall just begging  
to host some community artists' work. Will  
you be the one to help transform a boring  
wall into Reading's next masterpiece?

**Empress/Emperor  
of the Park**

**\$10,000**

(the first two, and,)  
We'll name the whole damn park  
after you. And make you dinner.  
  
Fine Print: Dish Doing: Negotiable.

To donate visit [readingbikehub.org](http://readingbikehub.org).  
Call 610 685 2236 or email [dani@redesignreading.org](mailto:dani@redesignreading.org) to chat about sponsorships.