

For Immediate Release

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**Old English Pizza teams up with community artists and Riverfront North Partnership to deliver pizza packaged with games and history.**

(January 18<sup>th</sup>, 2021) Bridesburg, PA – If you order a large pie from Old English Pizza in Bridesburg, you may be surprised by the box you get. In anticipation of a new waterfront park coming to the Bridesburg riverfront at Orthodox Street and Delaware Avenue, Old English Pizza is teaming up with Riverfront North Partnership and two artists to celebrate the history and uniqueness of the site by creating an interactive, limited-edition pizza box. The box includes trivia, coloring, poetry, history, old photos and more.

The pandemic and winter weather has slowed most neighborhood activities to a standstill, but pizza is the one thing that continues to thrive in the community. This occurred to community artists Aislinn Pentecost-Farren and Mary Welcome as they brainstormed how to engage with neighbors about the upcoming Bridesburg Riverfront Park. Riverfront North Partnership in conjunction with Philadelphia Parks and Recreation plan to start construction of Phase 1 later this year. The park will be the first public riverfront access in Bridesburg in two generations. Riverfront North has hired the artists to encourage creative thinking about the park's future.

“A pizza is more than a pandemic take-out option; pizza is a place where we can share ideas, tell stories, and time travel together. Pizza is a platform for community imagination!” said Welcome.

“A park is a space of community possibility, where people can play, share, and steward a space together. Before the park is built, it only exists in our imaginations, so that space of possibility is essentially limitless. The pizza box is a slice of the park for people to experiment with,” said Pentecost-Farren.

“The Bridesburg community's connection to the Delaware River has such a unique and interesting history. We know that this limited-edition pizza box will bring that history back to the dinner tables of local residents, and that the creation of the new park will bring that physical connection to river back to community” said Stephanie Phillips, Executive Director of Riverfront North Partnership.

“When Covid-19 stopped all in-person programming in its tracks, we did not want to lose the momentum that was starting to build around Bridesburg Riverfront Park, said Gina Craigo, Community Engagement Manager of Riverfront North Partnership. “Pizza delivery is one of the few things that continued without interruption, and unprecedented times call for innovative new ideas. We're excited to hear the community's response to this.”

This project is part of a two-year series of artist-lead community engagements by Philadelphia artist and curator Aislinn Pentecost-Farren. Her other projects in Bridesburg have included art

and nature workshops at the Rec Center, and an online video series called Bridesburg River Ways. As shutdowns changed the nature of how we can interact, she teamed up with collaborator Mary Welcome to develop ideas in response to the changing social restrictions.

The limited-edition Riverfront North pizza box is available at Old English Pizza (2765 Orthodox Street, Philadelphia) until mid-February or until supplies run out. Order a **large size** to get the designed box. Two social media contests will also take place in association with this project with winners receiving free pizza from Old English. Community members can post their favorite three-topping combo with #ThisPizzasAPark, along with who they would share the pie with in the future park for a chance to win. For the second contest, anyone with the limited-edition pizza box can draw on the box following the printed instructions and post their creation for a chance to win. Follow the project and get the full rules and details at [riverfrontnorth.org/pizza](http://riverfrontnorth.org/pizza); or on Facebook, Twitter and Instagram by following @riverfrontnorth.

### **About Riverfront North Partnership:**

Riverfront North Partnership, a charitable nonprofit organization, is dedicated to building an 11-mile linear network of parks and trails extending south to Allegheny Avenue in the Port Richmond neighborhood and north to the Poquessing Creek in the Torresdale neighborhood. Riverfront North is dedicated to activating the riverfront corridor with a variety of community programming and environmental stewardship. For more information on Riverfront North Partnership's past and current projects, please visit [riverfrontnorth.org](http://riverfrontnorth.org), call us at 215-425-8350 or follow us on social media: @riverfrontnorth. Associated blogs and cleared photos for this story can be found at [riverfrontnorth.org/mediahub](http://riverfrontnorth.org/mediahub)

### **About the Artists**

Aislinn Pentecost-Farren and Mary Welcome are artists who specialize in working with publics, communities, and unprecedented situations. With their combined backgrounds in history, design, fine art, ecology, and community organizing, they use research and conversation to develop projects that reframe and transform our shared environments. Find out more at [aislinn.info](http://aislinn.info) and [bangbangboomerang.com](http://bangbangboomerang.com).

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