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Saturdays on WRCT 88.3 FM

1.888.752.7234

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#### **For Immediate Release**

## **The Saturday Light Brigade and Pittsburgh Parks Conservancy Team for Sunrise Summer Fun at Schenley Park**

– Carriage rides, music and interview with “Mary Schenley” highlight festivities –

**PITTSBURGH, PA – July 26, 2004** – *The Saturday Light Brigade* (SLB), Pittsburgh’s award-winning live public radio program featuring acoustic music and interactive family fun (WRCT 88.3 FM), invites the public to join the show as it broadcasts live during a day full of summer fun at the Schenley Park Visitor Center, a project of the Pittsburgh Parks Conservancy. Taking place Saturday, July 31, from 6:00 a.m. – 1:00 p.m., the festivities arranged by the Pittsburgh Parks Conservancy will include nature walks hosted by Venture Outdoors, carriage rides, craft projects for kids, and a special visit from historical figure “Mary Schenley,” who will be on hand to talk about her namesake park.

SLB’s broadcast will feature live music from Uptown, a popular jazz and swing group comprised of D.C. Fitzgerald, Casey Deely and Joe Briggs. SLB host Larry Berger will give kids the opportunity to hear the “Sounds of Schenley” by pointing a special high-sensitivity microphone toward Panther Hollow to amplify the sounds of the park, such as birdsongs, wildlife, the Phipps Run stream and tree branches blowing in the breeze. Free refreshments will be served from 6:00 a.m. – 9:00 a.m. and the Visitor Center Café will be open for lunch and snacks. In addition, staff from the Pittsburgh Parks Conservancy will be on hand to greet guests and answer questions.

Founded in 1889 when Mary Schenley donated 300 acres of land to the City of Pittsburgh, Schenley Park has been expanded over the years and now encompasses 456 acres. Known as Pittsburgh’s civic park, Schenley is located in Oakland, the area’s educational and cultural center and home to thousands of university students. A brief history of the restoration of the Schenley Park Visitor Center and bio of Mary Schenley are attached.

#### **Schedule of Events:**

6:00 a.m. – 12:00 p.m. – SLB Broadcast (WRCT 88.3 FM)  
7:30 a.m., 9:30 a.m., 11:30 a.m. – Guided nature walks hosted by Venture Outdoors  
9:00 a.m. – 10:30 a.m. – Uptown jazz & swing trio perform  
10:30 a.m. – Historical figure, Mary Schenley arrives by carriage  
11:00 a.m. – 1:00 p.m. – Carriage rides

The Schenley Park Visitor Center, a project of the Pittsburgh Parks Conservancy, is located at 101 Panther Hollow Road, across from the Phipps Conservatory in Oakland. For more information, call 412.682.7275 or visit [www.pittsburghparks.org](http://www.pittsburghparks.org).

#### **About the Pittsburgh Parks Conservancy (PPC)**

The Pittsburgh Parks Conservancy is a nonprofit organization dedicated to preserving, enhancing and restoring the city's four great parks: Frick Park, Highland Park, Riverview Park and Schenley Park. Inspired by the successful Central Park Conservancy in New York, the PPC was created in 1996 by a group of dedicated citizens to address the problems in parks. In 1998, the PPC formed a public-private partnership with the City of Pittsburgh to identify key projects and build momentum toward park revitalization. After three years of teamwork and more than 30 public meetings, the City and the PPC released the Regional Parks Master Plan – a blueprint of park restoration over the next 20 years. For more information, call 412.682.7275 or visit [www.pittsburghparks.org](http://www.pittsburghparks.org).

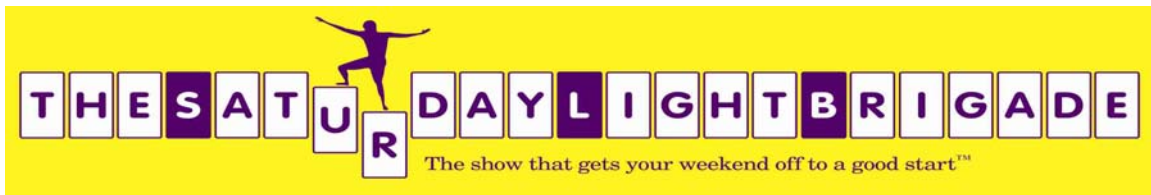
### **About The Saturday Light Brigade (SLB)**

*The Saturday Light Brigade* (SLB) is a live, award-winning public radio program hosted by Larry Berger, featuring acoustic music and family fun. Broadcast since 1978, it is one of the longest-running public radio programs in the United States. Quality music, on-air telephone calls from kids and adults, fun and educational interactive puzzles and games, and interesting guests have made *The Saturday Light Brigade* a family radio tradition for thousands of people. Kids listen with adults, adults listen with kids, and everyone has fun together! SLB broadcasts live from 6:00 a.m. to 12:00 p.m. (Eastern) on Saturday mornings at WRCT 88.3 FM in Pittsburgh. Streaming and on-demand broadcasts are accessible at [www.slbradio.com](http://www.slbradio.com). SLB Radio Productions, Inc. (SLB) created *The Saturday Light Brigade*. The organization is a 501(c)(3) not-for-profit corporation steered by a Board of Directors and Community Advisory Board. SLB is a member of the National Federation of Community Broadcasters and Association of Independents in Radio.

SLB welcomes inquiries from parties interested in partnering with, underwriting or appearing on the show. For more information please call 888-SLB-RADIO (888.752.7234), send email to [slb@slbradio.com](mailto:slb@slbradio.com) or visit [www.slbradio.com](http://www.slbradio.com). A media kit, including logos and headshots of SLB host Larry Berger, is available for download at [www.slbradio.com](http://www.slbradio.com).

### **Syndication Information**

Since its inaugural broadcast in 1978, "The Saturday Light Brigade" radio program has been honored with 10 national, state and local awards for its unique mix of acoustic music and family fun combined with listener participation, puzzles, games, live performers and guests. The program is available at no charge to qualified non-commercial and commercial radio stations for broadcast in stand-alone segments ranging from 1 to 6 hours (with 6 minutes per hour available for local content, including underwriting and sponsorship). The program is an excellent way to serve family audiences, build community, and add a timeless, proven, high-quality program to the Saturday morning radio landscape in your area for one or more hours between 6:00 a.m. and 12:00 noon (Eastern). For information, please call 888-SLB-RADIO (888.752.7234), send email to [slb@slbradio.com](mailto:slb@slbradio.com) or visit [www.slbradio.com](http://www.slbradio.com).



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### **About the Schenley Park Visitor Center**

The Schenley Park Visitor Center is a project of the Pittsburgh Parks Conservancy, a nonprofit organization dedicated to preserving, enhancing and restoring the city's four great parks – Frick, Highland, Riverview and Schenley. The Schenley Park Visitor Center is the second showcase project of the PPC. The Visitor Center, its terrace, walks and landscape were completed in 2001, giving visitors a “window on the park.”

Rescuing a building that was near collapse, the new center includes a cafe, handicapped accessible restrooms, gift shop and park information. It also serves as the headquarters for a wide range of educational activities and lectures and can accommodate public functions including lectures, receptions and private parties. Originally designed in 1903 by the noted Pittsburgh firm of Rutan and Russell in the Arts and Crafts style, the building is one of only several structures that have survived from the park's earliest times.

The renovation features cutting-edge design in “green” technology and restorative landscaping. The building's heating and cooling system, the materials used in the center and the landscaping around the site have all been designed using the latest environmentally sound technology.

In 2002, the Schenley Park Visitor Center won the Pennsylvania Historic Preservation Construction Award and the Preservation Award from the Historic Review Commission of Pittsburgh.

### **About Mary Schenley**

In 1842, 15-year-old Mary Elizabeth Croghan of Pittsburgh created an international scandal by leaving her Staten Island boarding school and eloping to England with the 43-year-old Captain Edward Schenley. It was the Captain's third elopement and Mary was considered one of the wealthiest women of the time, her fortune coming from land holdings in the Pittsburgh area inherited from her grandfather, General James O'Hara.

Distraught by the news, Mary's father initiated a lengthy legal battle over her inheritance, which Mary eventually won. The young heiress' holdings soon caught the attention of park lovers and real estate developers alike.

Schenley Park began as "Mt. Airy Tract," which was property willed to Mary by O'Hara. Edward Bigelow, the Director of the Department of Public Works in Pittsburgh, knew Mary's land would be beneficial to the city. But real estate developers also had their eyes on the tract.

The story goes that Bigelow learned that a developer's agent planned to travel to London to convince Mary Schenley to sell the land to them. Without a moment to lose, Bigelow sent an East Liberty lawyer who hopped a train for New York and then boarded a steamer for England - beating the real estate agent by two days.

The appeal to Mary paid off, and in 1889 she gave the city 300 acres of Mt. Airy Tract with an option to purchase 120 more, provided the park be named after her and never sold. The city bought the extra acres immediately.