

PRESS RELEASES

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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:
Joy Barnes - 360-8141

ON THE STREET WHERE YOU LIVE

Autumn will burst forth in all its splendor as the Parks, Recreation and Cultural Affairs Administration unveils its exhibit of street trees at the First Annual Bryant Park Flower Show, Thursday, (Oct. 2) at 10:30 a.m.

The Flower Show, a "community cooperative," is the first of its kind to be held in Bryant Park. In keeping with the community spirit of this exhibit, PRCA dubbed its display "It Grows On You" to exemplify a portion of horticulture with which city-dwellers are familiar. Live street trees planted for the exhibition will acquaint New Yorkers with the greenery they see everyday on the streets of their city. The PRCA exhibit will help city residents become aware that they, too, can effect the planting of something green and growing. "It is hoped," remarks PRCA Administrator August Heckscher, "that the Bryant Park Flower Show will prove successful as a common effort to bring the beauty and importance of living plants to New Yorkers."

The PRCA display of street tree plantings illustrates the potpourri of roles the agency must take from breaking the sidewalk to the planting and maintenance of the city's trees. The exhibit comprises the phases of tree planting with typical examples of live trees and shrubs that thrive under urban conditions. Color is added to the display with a bed of chrysanthemums which also adds to the unification of the entire exhibit in the autumn spirit.

The First Annual Bryant Park Flower Show is sponsored by PRCA, the Avenue of the Americas Association, the Garden Club of America, and the Horticultural Society of New York, Inc. Contributors and exhibitors to the fall production include the New York, Brooklyn and Queens Botanical Gardens; the Federated Garden Clubs of New York State; and the New York Public Library.

The admission free floral exhibit will be open to the public from 10:30 a.m. to 6:30 p.m., October 2 through October 7. Bryant Park is located at 42nd Street and Avenue of the Americas in Manhattan.

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BROOKLYN PLAYGROUND NAMED
FOR VIETNAM VETERAN

A Brooklyn playground on Nostrand Avenue and Kings Highway will be officially named the P. F. C. Thomas Norton Memorial Playground at ceremonies Sunday (Oct. 5th) at 10:30 A.M.

The playground is named for 21 year old Thomas Norton, a Vietnam veteran who was killed in action in April 1968. Private Norton, holder of the Silver and Bronze Stars and Purple Heart, was a former Parks, Recreation and Cultural Affairs Administration employee who resided at 1643 East 35th Street in Brooklyn. Private Norton's father, William Norton, is a Senior Supervisor of Park Operations with the Parks Administration and president of the Uniformed Park Officers Association.

In ceremonies conducted by PRCA Administrator August Heckscher, the Honorable William T. Bellar, secretary to a Supreme Court Justice, will represent the community as speaker. Mr. Bellard is also a past County Commander of the American Legion. Lt. Col. Edward A. Lenk, Chaplain, of the Ft. Hamilton Army Base, will also speak at the ceremony. Members of Brooklyn chapters of the American Legion, Veterans of Foreign Wars, and Knights of Columbus will also participate at the occasion.

-30-

10/2/69

#51

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx-
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

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Mary Thomas - 360-8141

COLORFUL STREET SIGNS MARK THREE COLORFUL
GREENWICH VILLAGE HISTORIC DISTRICTS

A twentieth-century salute to the city's historic, cultural and architectural heritage takes place Monday morning, October 6 at 11:30 a.m. on picturesque Grove Street (between Hudson and Bedford Streets) in Greenwich Village. The occasion marks the first installation, by PRCA Administrator August Heckscher, of his agency's new historic district signs in three landmark areas in the Village vicinity.

The areas are Greenwich Village itself, the largest of the thirteen districts officially designated by the Landmarks Preservation Commission, Charlton-King-Vandam, and MacDougal-Sullivan Gardens.

Predominately blue in color, the 18 x 28 inch aluminum signs each contain a map of the area in white and the district boundaries in yellow. The Greenwich Village signs are devoted entirely to the map; the signs for the other two areas contain a brief descriptive text and a map. "The three districts we mark with these new signs," comments Heckscher, "summarize the importance of landmarks preservation through the quality of their architecture, the nature of artistic life within their boundaries, and the feeling of history that permeates their streets. By creating these signs, we hope to make the city more of a living history book."

more

- 2 -

The three PRCA staff members responsible for the program each have roots in the Village area. Elliot Willensky, Deputy Administrator for Development, initiator of the idea, and Delia Ephron Brock, author of the text, have both been residents of the community, and Lorraine Bodger, the graphic designer of the signs, currently lives in Greenwich Village.

The 50 signs identifying the three districts will be installed shortly by the New York City's Department of Traffic who have cooperated closely with PRCA in implementing the program.

Brooklyn Heights was the first district to be marked. Eight of the remaining nine will be marked in the forthcoming weeks. Mott Haven, in the Bronx, only recently designated, will be marked as soon as new signs are designed. The designs were fabricated by the Walter Sign Corporation in Elmhurst, Queens.

- 30 -

#52

10/3/69

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx - 755-4100. For Queens, Staten Island and Brooklyn - 391-5858.

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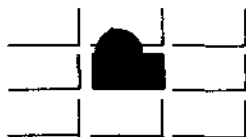
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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

For further information:
Mary Thomas - 360-8141

FEATURE AND PHOTO TIP

TO: ASSIGNMENT EDITORS

DATE: OCTOBER 6, 1969

TIME: 11:30 a. m.

PLACE: GROVE STREET (between Hudson & Bedford Streets
in Greenwich Village)

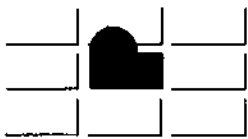
DETAILS: Historic District Sign Ceremonies

The occasion marks the first installation by PRCA Administrator August Heckscher of his agency's new historic district signs in three landmark areas in the Village vicinity. The areas are: Grove Street, Charlton-King-Vandam, and MacDougal-Sullivan Gardens. Ceremony will be attended by various city officials.

- 30 -

#53

10/8/69



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Parks, Recreation and
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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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For further information:
Mary Thomas - 360-8141

FEATURE AND PHOTO TIP

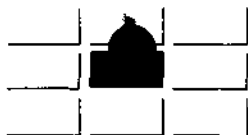
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10/3/69



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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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UPON RECEIPT

For further information:

Joy Barnes - 360-8141

BATTERS UP UNDER THE LIGHTS

The Dorado and Toro Bravo Baseball Clubs will do battle in an exhibition softball game Tuesday, (Oct. 7th), at 6:30 p.m. to inaugurate the newly lighted North Meadow ballfield in Central Park.

August Heckscher, Parks, Recreation and Cultural Affairs Administrator, will preside at a pre-game dedication ceremony at the newly rehabilitated field. The ballfield, equipped with new floodlights for night baseball, also provides new concrete bleachers for up to 500 spectators and a completely rehabilitated baseball diamond.

The two softball teams who will participate in the field's dedication are members of the Athletic Federation Spanish Leagues of New York, Inc.

The North Meadow Ballfield, Diamond #2, is located at 100th Street just east of the West Drive.

- 30 -

#54

10/6/69

FOR DAILY RECORDING OF PARK EVENTS: in Manhattan and Bronx-755-4100. For Queens, Staten Island and Brooklyn - 691-5353.



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For further information:

Joy Barnes - 360-3141

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- 30 -

#54

10/6/39

FOR DAILY RECORDING OF PARK EVENTS: in Manhattan and Bronx-755-4100. For Queens, Staten Island and Brooklyn - 691-6858.



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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For further information:
Janice Brophy - 360-8141

PRCA ASSISTANT ADMINISTRATOR RECEIVES
AWARD FROM QUEENS COUNCIL ON THE ARTS

Mrs. Doris Freedman, Director of Cultural Affairs of New York City's Parks, Recreation and Cultural Affairs Administration, was awarded the Jeanne Dale Katz Memorial Award by the Queens Council on the Arts on Sunday, October 5th, at "The Arts in Queens - Wine Festival."

Wallace West, chairman of the Queens Council on the Arts, presented Mrs. Freedman with a plaque which reads: "In recognition of her wise counsel and gifted leadership and with grateful acknowledgment of her time, effort, and energy devoted to the cultural advancement of our community."

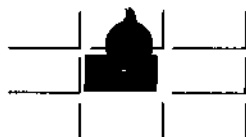
Mrs. Freedman, in her capacity as a PRCA assistant administrator, has worked with the Queens Council on the Arts since May 1967. The Arts Council was created by the late Mrs. Jeanne Dale Katz to "spread the growth and interest in cultural activities within the borough."

In September 1968, PRCA's Department of Cultural Affairs announced that a \$10,000 matching grant had been allocated for arts programs in Queens through the Council. To date six performing arts organizations have qualified for aid.

- 30 -
#55

10/9/69

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Janice Brophy-360-8141

DEBORAH HAY & DANCERS TO
PERFORM IN DAMROSCH PARK

Choreographer Debroah Hay and her 60 dancers will present a modern dance performance in Damrosch Park, 62nd Street and Amsterdam Avenue, Sunday, October 19th, at 1 p.m. Admission is free.

The program is part of New York City's Parks, Recreation and Cultural Affairs Administration's program to encourage the professional artist to introduce new art forms to the general public.

Miss Hay's hour-long, untitled show features dancers forming geometric patterns resembling everyday movements and activities. The dancers wear street clothing and their movements are simple--walking, bending--as opposed to more traditional choreography.

PRCA Administrator August Heckscher says, "We are very pleased to be hosts to Deborah Hay and her dancers in Damrosch Park. Although she has performed frequently in New York City, this is her first show in a city park and the unrestricted, natural qualities of her choreography will be highlighted by an outdoor performance."

Miss Hay feels that free public performances are very important for innovative artists.

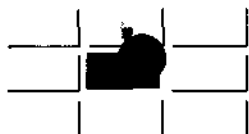
"Unless the public is introduced, not just once, but again and again to young artists who are at work and vital now," she says, "the public will never have the opportunity to enjoy contemporary action and thought in the arts. New art should not be exclusive."

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9/14/69

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'X' WILL MARK THE SPOT
IN HISTORICAL DISTRICTS

Eight communities in Manhattan and one in Queens are being recognized for their place in New York City history. Colorful blue signs of the official New York City Historical District Program will designate the areas as historical districts.

The city-wide identification program is under the direction of Elliot Willensky, Deputy Administrator for Development for the Parks, Recreation and Cultural Affairs Administration. The signs are brightly colored blue, white and yellow aluminum. The placards identifying each historic district include a map of the area, with a bright yellow marking the historical section. All the signs, with the exception of those that will be installed in the Gramercy Park District, are completed with text explaining the district's history. The Gramercy Park Historical District map is simply too large to accomodate text.

The colorful signs already dot Manhattan's Greenwich Village Historic District and the tree-lined streets of Brooklyn Heights. The Village area, the largest of the thirteen districts officially designated by the Landmarks Preservation Commission, includes: Charlton-King-Vandam, and the MacDougal-Sullivan Gardens. The Brooklyn district is identified by twenty-nine of the blue aluminum placards.

more

The historical district locations, the number of signs to be installed and the dates of their installation follow:

QUEENS

Oct. 14 - Hunters Point Historic District - 45 Avenue from 21st to 23rd Streets - 4 signs

MANHATTAN

Oct. 14 - St. Marks Historic District - East 11th to Stuyvesant Streets, between Second and Third Avenues, - 7 signs

Oct. 15 - St. Nicholas Historic District - West 137th to West 138th Streets, between 7th and 8th Avenues, - 5 signs

Oct. 15 - Henderson Place Historic District - East End Avenue from 86th to 87th Streets, - 4 signs

Oct. 15 - Treadwell Farm Historic District - East 61st to East 62nd Streets, between Second and Third Avenues, - 4 signs

Oct. 16 - Turtle Bay Gardens Historic District - East 48th to East 49th Streets, between Second and Third Avenues - 5 signs

Oct. 16 - Sniffen Court Historic District - East 36th Street between Lexington and Third Avenues - 2 signs

Oct. 16 - Gramercy Park Historic District - East 18th to East 22nd Streets, between Park Avenue South and Third Avenue - 14 signs

-30-

10/14/69

#57

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10/14/69

#57

FOR DAILY RECORDING OF PARK EVENTS: in Manhattan and Bronx-755-4100. For Queens, Staten Island and Brooklyn-691-5858.



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Janice Brophy-360-8141

GROUNDBREAKING FOR JHS 72
PLAYGROUND TO TAKE PLACE FRIDAY

Work on the Rochdale Playground for Junior High School 72 in Queens will begin officially at a groundbreaking ceremony Friday (October 17th) at 2 p.m. at 131st Avenue and New York Boulevard, Queens.

This will be a jointly operated playground (J.O.P.) operated by the New York City Board of Education and the city's Parks, Recreation and Cultural Affairs Administration. The J.O.P. is part of the new, 15-acre Rochdale Park being developed by the city in Jamaica's Rochdale Village.

PRCA Administrator August Heckscher will attend the groundbreaking hosted by Vernon Manley, member of the Rochdale Village Community Council of Recreation and of the Jamaica Boys Club. Other community leaders invited to the event are Stanley H. Block, JHS 72 principal; Mrs. Brewster Duberry, PTA president; Mrs. Greta Shaffer, Rochdale Village Community Council of Recreation; Harry Gibbs, Jamaica Boys Club; Hy Kantrowitz, Rochdale Village Athletic League; S. P. Weinberg, House Congress of Rochdale Village.

Architects Richard G. Stein and Associates have designed Rochdale Park to provide recreational facilities--playground equipment, sports fields, concert areas--in a natural setting, by transforming the park's flat terrain into an area of hills, valleys and plateaus.

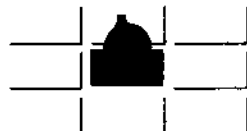
Petracca and Sons, Inc. are the contractors for the \$1 million park project at Rochdale Village, a middle income housing, financed with Mitchell-Lama Program funds and administered by the United Housing Foundation of New York City.

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10/15/69

#58

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PROGRAM FOR MENTALLY HANDICAPPED CHILDREN
OPENS AT BROWNSVILLE CENTER IN BROOKLYN

Mentally retarded pre-school children, without access to other mental health services, may take advantage of a free developmental program being initiated at the Brownsville (Brooklyn) Recreation Center by the Parks, Recreation and Cultural Affairs Administration.

The developmental program, for children ages five to seven, is geared to a recreational approach to learning basic skills. Sessions include such traditional camp activities as arts and crafts, dramatics, music and games specially designed for therapy for the handicapped child.

Interested parents should contact Allen Rosen, Director of Recreation Center, 1555 Linden Blvd., Brooklyn, NY 11212 --by mail-- or call 498-1121 during the working day.

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10/15/69

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For Further Information:
Joy Barnes-360-8141

PLAYGROUNDS TO OPEN AT THREE BROOKLYN SITES

The County of Kings will be a bustin' with festive ribbon-cutting ceremonies as three new playgrounds, all designed by Arthur Unger, are unveiled on Thursday, October 16. August Heckscher, Parks, Recreation and Cultural Affairs Administrator, will have a busy day wielding the scissors for all three ceremonies.

The Williamsburg section of Brooklyn will host the first ribbon-cutting at noon Thursday. The place, Public School 318. The school's new playground at 101 Walton St. will provide the youngsters with fun facilities which include handball, volleyball and basketball courts along with game tables, shuffleboard court, and an amphitheater with shower and comfort station. Mrs. Pearl Newman, school principal, Dr. Reeves Smith, Chairman of the local school board, Ralph T. Brande, District Superintendent, and Mrs. Luisa Rivera, PTA President, will take part in the occasion.

Intermediate School 320, at Franklin Avenue and Montgomery St., will be the site for the next official playground opening at 1 P.M. Complete with handball, volleyball, and basketball courts, the playground also has a wonderful unique climbing mound. The official rostrum, along with Commissioner Heckscher, will include Principal Adele Charyn, local school board Chairman John Wilson, PTA President Esther Linder, and District Superintendent Saul Siegel.

more

At 2 P.M. Public School 327 will get its ceremonial ribbon cut at 111 Bristol Street in Brownsville, Brooklyn. It is equipped with amphitheater, handball, volleyball, and basketball courts, and as an added feature, a wood trellis. Participating in the P. S. 327 ceremonies with Administrator August Heckscher will be Acting Principal Margaret Williams, PTA President V. Diaz, Local school board Chairman John Wilson, Sr., and District Superintendent Saul Slegel also will represent the community.

-30-

10/15/69

#60

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UPON RECEIPT
For Further Information:
Mary Thomas 360-8141

NATIONAL HISTORIC LANDMARK CEREMONY
TAKES PLACE IN VAN CORTLANDT PARK

Ceremonies befitting the dedication of a National Historic Site, Van Cortlandt House, will take place on Tuesday, October 21st at 4:00 P. M., Broadway and West 242nd Street in Van Cortlandt Park, the Bronx.

One of the city's most notable mid-Eighteenth Century Georgian manor houses, Van Cortlandt Mansion is set in a tree-surrounded area of Van Cortlandt Park. The beautifully preserved and restored building is operated as a house museum by The National Society of Colonial Dames in the State of New York.

August Heckscher, Administrator of New York City's Parks, Recreation and Cultural Affairs Administration, will preside.

The dedication ceremony includes the presentation of a handsome bronze plaque from the National Park Service of the Department of Interior to the City of New York.

Appropriate refreshments will be served.

-30-

10/17/69

#61

FALL PARK CLEANUP--PICK A PARK...AND JOIN IN
For Further Information-Call Community Relations-360-8181

City of New York
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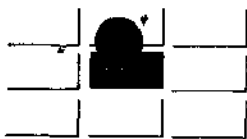
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For Further Information:
Joy Barnes 360-8141

LONG-AWAITED P. S. 55 PLAYGROUND TO OPEN

Staten Islanders will have good cause to celebrate when they witness the unveiling of the contemporary playground adjacent to Public School 55 on Monday (Oct. 20) at 10:30 A. M. August Heckscher, Parks, Recreation and Cultural Affairs Administrator, will celebrate the opening of the trapezoid-shaped playground with an official ribbon-cutting at the site bordered by Preston Avenue, Osborn Street and Koch Boulevard in Eltingville.

Members of the Staten Island community will share the official rostrum with Administrator August Heckscher--P. S. 55 Principal Seymour Richmand and PTA President Mrs. Netti Evans will speak at the ribbon-cutting ceremony. Austin Mitchell, of the Eltingville Civic Association, and Joseph DeSario, representative from the District Superintendent's Office, also will take part in the occasion.

The P. S. 55 playground is constructed in the shape of a long trapezoid. A concrete amphitheater with a 500 person capacity makes use of the site's changes in elevation. Existing patches of large oak trees are incorporated into the playground's design among brick and concrete terraces. These terraces contain modern concrete and steel forms that can serve as benches or climbing apparatus for youngsters.

more

Sidewalk games are patterned in primary colors on the paved areas of the facility. The recreation area is equipped with concrete tables that can be used for games and picnics.

The new playground also has the added feature of unique concrete sculptures by Constantino Nivoia. The figures are strategically placed by the tree-lined paths.

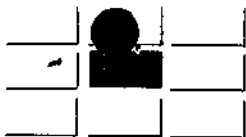
Designed by Richard G. Stein and Associates, the new facility marks a revolution in playground planning. Mr. Stein describes his artistically designed facility: "The design of a small community playground is in a restricted sense a demonstration of man's intervention into nature and the reordering of a natural environment for man's use. The design must satisfy a number of criteria: it must be beautiful; it must be compatible with its surroundings; it must have a point of view as a unifying concept; it must furnish values to the community that are specific to the community it serves. A small playground must allow for a greater intensity of use than a large park...these principles, working in concert, helped determine our solution."

-30-

10/17/69

#62

FALL PARK CLEANUP--PICK A PARK...AND JOIN IN
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UPON RECEIPT
Shirley Herz - 360-8141

FALL PARK CLEAN-UP STARTS WITH A BIG "PLEASE"

Mayor John Lindsay has proclaimed Sunday, October 19th, as the start of FALL PARK CLEAN-UP.

"This program," according to Parks, Recreation and Cultural Affairs Administrator August Heckscher, "is part of the department's annual winterization of the parks and playgrounds, however, this year it is being highlighted as part of a continuous attempt to increase public awareness of litter. The logo and slogan created for FALL PARK CLEAN-UP is an attractive red sign, shaped like an arrow, with big white lettering which says 'PLEASE.' This sign has been attached to the thousands of litter baskets belonging to the Parks Department, and it is hoped that the signs will be self-explanatory."

The Parks maintenance people will intensify their assigned duties of weeding and cultivation of tree pits, weeding cracked surfaces, general sweeping of playgrounds, repair of benches, rehabilitating turf ballfields and many other routine operations. "I am particularly happy," says Administrator Heckscher, "that we are also able to start a contract, one that has long been in the planning stage, at the very time we commence our FALL PARK CLEAN-UP. This contract permits us to hire outside companies to supplement our own personnel in the removal of debris and heavy objects from our undeveloped parklands. This, of course, frees our own crews to utilize their skills to better advantage elsewhere. We are also being helped through the Mayor's authorization of special cooperation from other city agencies including the Department of Sanitation and the Bureau of Budget."

Another part of the FALL PARK CLEAN-UP project involves an educational program for both children and adults, which will foster community sponsorship for the planned "spruce-up" in the local parks, playgrounds and recreation centers. If any group would like to PICK A PARK...AND JOIN IN, by painting, repairing benches, weeding, planting, building facilities for their recreation center or playground, they may do so by calling the Parks, Recreation and Cultural Affairs Administration's Community Projects Department, 830 Fifth Avenue, New York, N. Y. 10021

In addition to enrolling community participation, the Board of Education has joined in with the FALL PARK CLEAN-UP by distributing thousands of posters, buttons and "PLEASE" signs to students throughout the city and has requested them to help with the program. Schools in each of the five boroughs have arranged Parks Department Programs, with representatives from PRCA speaking before school assemblies.

Outside aid to promote this effort has been received from private citizens as well as from business. Numerous department stores, in each of the five boroughs, have donated display space and have designed windows with a FALL PARK CLEAN-UP theme. Advertising agencies, radio and television stations, and Broadway celebrities have joined in writing, producing, editing, taping and public airing of Public Service spots which will be heard or seen on many of New York's radio and television stations during the next three weeks.

There is also a spirit of competitiveness within PRCA itself. Contests are being held in each of the five boroughs, with the Park maintenance men all vying for THE PLAQUE. This symbol, which is a huge elaborate walnut and silver shield, will be presented to the borough that is judged as having the "finest playground, showing the greatest improvement from all aspects of maintenance." A similar program is being conducted by the Recreation Department with the director of the winning playground in each borough being presented with a pen and pencil set, and each one of the Recreation director's "Junior Park Ranger Corps" members receiving some other form of recognition.

FALL PARK CLEAN-UP will continue on after the official kick-off day and it is hoped by PRCA's Administrator August Heckscher that the word "PLEASE" which most times is followed by a "thank you," will be followed instead by a drop in a litter basket. "After all," said Administrator Heckscher, "we aim to PLEASE...why don't you?"



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For further information:
Janice Brophy - 360-8141

SCULPTURE-OF-THE-MONTH
INTRODUCES SANFORD WURMFELD

Sculptor Sanford Wurmfeld's first outdoor exhibit opens Friday, October 24th, in Bryant Park, at 42nd Street between Fifth and Sixth Avenues as part of New York City's Department of Cultural Affairs "Sculpture-of-the-Month" program.

Wurmfeld's sculpture is a study in color perception, a departure from sculptors' traditional concern with forms. His exhibit includes four cube variations, each approximately 10 1/2 feet high, made of transparent acrylic sheets in the primary colors red, yellow and blue. The colored plastic sheets which compose these forms mix to create various colors from every angle.

Parks, Recreation and Cultural Affairs Administrator August Heckscher says, "Wurmfeld's sculpture is innovative and exciting. We have all seen colored sculpture, but the concept of sculptured color is a fresh idea. We are happy, too, to provide Mr. Wurmfeld with the outdoor site of Bryant Park, for the sunlight will further enhance the colors in his work. I know the show will interest and delight many New Yorkers."

In commenting on the sculpture, Sanford Wurmfeld states, "My first concern is with color. I used the geometric forms as the most direct way to present the color."

- 30 -

10/21/69

#64

FALL PARK CLEAN-UP---PICK A PARK...AND JOIN IN
For further information--call Community Projects - 360-8131



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FALL PARK CLEAN-UP---PICK A PARK...AND JOIN IN
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August Heckscher, Administrator

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For Further Information:
Joy Barnes-360-8141

BUNDLE YOURSELF UP FOR SKATING
AND BICYCLING IN CENTRAL PARK

Ice skating is underway - now is the time for all skaters to come to Central Park's Wollman and Lasker Rinks. Wollman Memorial Skating Rink, at 64th Street west of Fifth Avenue, and Loula D. Lasker Memorial Rink, at 110th Street opposite Lenox Avenue, are open for business from now until mid-April. And you can bicycle to the rinks on the Park roads on weekends.

Officially opened for the 1969-1970 season on Saturday, October 18th, the outdoor skating rinks host skaters for general, figure and dance, and speed skating sessions seven days a week.

General skating sessions at the rinks on weekdays, weekends, and holidays run from 10 a. m. to 1 p. m., 2:30 p. m. to 5:30, and 8:30 p. m. to 11 p. m. Special sessions for speed skating at Wollman meet Mondays and Fridays from 6:30 to 7:30, and at Lasker on Tuesdays and Thursdays from 6:30 to 7:30. Figure and dance classes are held Tuesdays and Thursdays from 6:30 to 8:30 p. m., Saturdays from 7:30 to 8:30 p. m., and Sundays from 9 to 10 a. m. at Wollman Rink. At the 110th Street skating facility figure and dance sessions meet Sundays from 9 to 10 a. m., and Mondays, Wednesdays and Fridays from 6:30 to 8:30 p. m. For further information call Wollman Rink, 360-8260, or Lasker Rink, 348-6297.

Wollman rink facilities include skate rental, skate shop and snack bar located on rink level. Lasker rink does not provide skate rental facilities, but a skate shop and lockers are available. Skating instruction at both rinks is available by appointment.

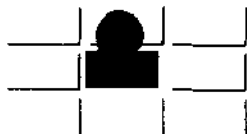
The winter schedule also is in effect for bicyclists in Central Park. Park roadways are open for bicycling and closed to automobiles on Saturdays and Sundays from sunrise to sunset. The summer's Tuesday and Wednesday evening bicycling hours are not in effect for the winter.

-30-

10/21/69

#65

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Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Joy Barnes-360-8141

BUNDLE YOURSELF UP FOR SKATING
AND BICYCLING IN CENTRAL PARK

Ice skating is underway - now is the time for all skaters to come to Central Park's Wollman and Lasker Rinks. Wollman Memorial Skating Rink, at 64th Street west of Fifth Avenue, and Louisa D. Lasker Memorial Rink, at 110th Street opposite Lenox Avenue, are open for business from now until mid-April. And you can bicycle to the rinks on the Park roads on weekends.

Officially opened for the 1969-1970 season on Saturday, October 18th, the outdoor skating rinks host skaters for general, figure and dance, and speed skating sessions seven days a week.

General skating sessions at the rinks on weekdays, weekends, and holidays run from 10 a. m. to 1 p. m., 2:30 p. m. to 5:30, and 8:30 p. m. to 11 p. m. Special sessions for speed skating at Wollman meet Mondays and Fridays from 6:30 to 7:30, and at Lasker on Tuesdays and Thursdays from 6:30 to 7:30. Figure and dance classes are held Tuesdays and Thursdays from 6:30 to 8:30 p. m., Saturdays from 7:30 to 8:30 p. m., and Sundays from 9 to 10 a. m. at Wollman Rink. At the 110th Street skating facility figure and dance sessions meet Sundays from 9 to 10 a. m., and Mondays, Wednesdays and Fridays from 6:30 to 8:30 p. m. For further information call Wollman Rink, 360-8260, or Lasker Rink, 348-6297.

Wollman rink facilities include skate rental, skate shop and snack bar located on rink level. Lasker rink does not provide skate rental facilities, but a skate shop and lockers are available. Skating instruction at both rinks is available by appointment.

The winter schedule also is in effect for bicyclists in Central Park. Park roadways are open for bicycling and closed to automobiles on Saturdays and Sundays from sunrise to sunset. The summer's Tuesday and Wednesday evening bicycling hours are not in effect for the winter.

-30-

10/21/69

#65
FALL PARK CLEANUP--PICK A PARK...AND JOIN IN
For Further Information-Call Community Projects-360-8181



City of New York
Parks, Recreation and
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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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For further information:

Joy Barnes - 360-8141

CORRECTION:

CENTRAL PARK SKATING RINK INFORMATION

Skate rentals ARE available at the Loula D. Lasker Memorial Rink,
110th Street opposite Lenox Avenue.

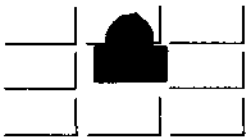
Our original press release regarding rink facilities -- #65, dated 10/21 --
states that Lasker Rink DID NOT provide skate rental facilities.

- 30 -

#65A

10/21/69

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FOREST PARK PLAYGROUND READY FOR SHOVEL

The first spadeful of dirt will fall at 3 p. m. on Thursday (Oct. 23rd), when Parks Administrator August Heckscher hoists the shovel during groundbreaking ceremonies at Forest Park's Jackson Pond Playground.

The ceremony at the Queens playground, at Myrtle Avenue and Park Lane South, will mark the kick-off of rehabilitation work at the existing facility that will begin on Monday, October 27th. The Forest Park playground, designed by Parks, Recreation and Cultural Affairs Administration architects, will be refurbished with new benches, walks and pavements, and basketball courts.

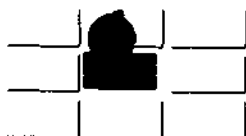
Nathaniel Copeland, President of the Forest Park Community Council, and Rabbi Daniel Fingerer will share the ceremonial duties with Administrator Heckscher at the occasion. Mr. John Orman, President of the Richmond Hills Taxpayers Association, Alfred H. Van Inwgen, President of #102 Pct. Community Council and the Equity Taxpayers Association, and members of several community groups also will take part in the ceremony.

-30-

10/22/69

#66

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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

Bids have been opened on new fencing for the Grand Army Plaza, Brooklyn, August Heckscher, Administrator of Parks, Recreation and Cultural Affairs, announced today. The contractors plan to start on October 31. The work will require 60 days, with completion projected for December 31, 1969.

The fencing around the Grand Army Plaza was removed in the summer of 1968 because of its deteriorated condition. Park groups expressed the hope that it would not be restored, leaving as barriers the mounds of earth as they had originally been designed by Frederick Law Olmstead. However, strong community sentiment was expressed in favor of restoring the fences as a safety measure. A rehabilitation of one part of the Grand Army Plaza was completed last spring.

The low bid for completing rehabilitation was submitted by Royal Athletic Surfacing Co. Inc. at 245-20 Grand Central Parkway, Melrose, New York. The Bid was \$51,729.50.

"The community around the Grand Army Plaza will, I know, be pleased with the news that a new fence is to be constructed in place of the former unsightly, broken-down barrier", said Parks Commissioner August Heckscher, "I am grateful to Royal Athletic Surfacing Company for their readiness to get started so promptly on the work. The Grand Army Plaza is perhaps the most beautiful area in the city and one where Brooklynites have long enjoyed the benches, sculpture, trees and fountain. It will now be better than ever."

#67

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August Heckscher, Administrator

for release

UPON RECEIPT
For further information:
Tommy Thomas - 360-8141

TO: Photo and News Assignment Desk

DATE: Friday, October 24th

TIME: 10:30 a. m.

PLACE: Monsignor McGolrick Park, Driggs Avenue, Nassau,
Russell and Monitor Streets, Brooklyn

DETAILS: Parks, Recreation and Cultural Affairs Administrator
August Heckscher will attend the ribbon cutting ceremony
for Monsignor McGoldrick Park today, Friday, October
24th at 10:30 a. m. The new recreational facility has
been designed by John J. Kassner and features game
tables, children's play area, new plantings and a comfort
station. Among the community members invited to the
ceremony by PRCA is Planning Board Chairman, Salva-
tore Tortorici.

- 30 -

10/23/69

#68

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN
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UPON RECEIPT

For further information:

Mary Thomas - 360-8141

TO: Photo and News Assignment Desk

DATE: Friday, October 24th

TIME: 9:15 a.m.

PLACE: Atlantic Avenue Ballfields, Atlantic Avenue and
Logan, Chestnut and Dinsmore Streets, Brooklyn

DETAILS: Parks, Recreation and Cultural Affairs Administration
will hold a ceremony at the new Atlantic Avenue Ball-
fields in Brooklyn. The site was that of the Atlantic
Avenue waterworks which formerly served southwest
Brooklyn for over 100 years. The ballfields now under
construction are a result of Mayor Lindsay's commitment
to the community to provide them with recreation facili-
ties until a permanent use for the site can be determined.
The Parks, Recreation and Cultural Affairs Administra-
tion will be represented by Recreation Commissioner
Hayes Jones. Members of the community and city of-
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- 30 -

10/23/69

#69

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UPON RECEIPT
For Additional Information TRY
Calling:
Shirley Herz-360-8141

OURS IS NOT TO REASON WHY
OURS IS BUT TO DIAL AND TRY

"Don't call us...we'll call you" doesn't hold true for the Department of Parks, Recreation and Cultural Affairs. As much as we want to return your calls we find that the complex instrument which is the outgrowth of Alexander Graham Bell's invention has become all too much not only for us, but for the New York Telephone Company's repairmen as well.

The fact that people might be calling us for information and never receive a return call is not negligence on the part of the Department of Public Information or of any other department in this agency that is housed at the Arsenal, 830 Fifth Avenue. The simple truth is that we are unable to make outgoing calls...even to the New York Telephone Company's service department. Requests for repair, additional telephone units, and other telephone facilities which we had hoped would expedite the flow of information and other business have been on file for many months, and in the case of the Department of Public Information, since July 22nd to be exact. The telephone company however must have sent their employees to see one of David Merrick's recent musical productions, for all we ever hear in answer to our persistent requests is "promises, promises". A tuneful song, yes...but in our opinion a rather unsatisfactory way of doing business.

In view of this, we do hope that you will be indulgent and understanding for a little while longer....or at least until we can arrange for our own communication network via tin cans attached by strings.

-30-

10/24/69

#70

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UPON RECEIPT
For further information:
Janice Brophy - 360-8141

TO: News Assignment Desk

DATE: Sunday, October 26th

TIME: 9 a.m. - 2 p.m.

PLACE: Central Park "Literary Walk" near the Mall

DETAILS: Parks, Recreation and Cultural Affairs Administration's
Department of Recreation presents Chalk Carpet Contest.
Hayes W. Jones, Commissioner of Recreation will attend.
See attached for further details.

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10/24/69

#71

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MUSEUM DIRECTORS TO ATTEND 3-DAY SEMINAR ON NEIGHBORHOOD MUSEUMS: DEPARTMENT OF CULTURAL AFFAIRS SPONSORS CONFERENCE AT MUSE, NOVEMBER 20, 21, 22, 1969.

Department of Cultural Affairs of New York City's Parks, Recreation and Cultural Affairs Administration will sponsor a 3-day seminar for museum directors on the planning and operation of neighborhood museums on November 20, 21, 22, 1969, it was announced today by August Heckscher, Administrator. Funded through a grant from the New York State Council on the Arts, the seminar will be held at MUSE, the neighborhood museum opened sixteen months ago by The Brooklyn Children's Museum in the Bedford Stuyvesant section of Brooklyn. MUSE, an experimental concept in museums, has successfully and imaginatively dealt with the problems of creating a satellite facility in a depressed urban community and developed a wide range of innovative programming for young and adult audiences in Bedford Stuyvesant.

Administrator Heckscher, speaking about the conference, said: "The three days of meetings at MUSE will be concerned not only with neighborhood museum planning and operation, but also with the many related issues and problems museums face when looking for effective ways of reaching and serving new audiences. It is hoped that the panel discussions and informal exchanges between participating museum directors at the seminar will engender new thinking and approaches to the problem of broadening the museum's social function in the community." The seminar

more

was organized in response to many inquiries and requests for information from museums interested in making their resources available to inner city communities. Museum directors from throughout New York State, New Jersey, Connecticut and Pennsylvania are expected to attend the conference as well as others in the fields of community education and urban planning.

Mrs. Julia Hare, former Coordinator of Education at the Oakland Museum in Oakland California, will speak on the first panel, "A Museum for the People", on the Morning of November 20th. Edward Spriggs, Director of the Studio Museum in Harlem, will appear on the "Museum for the People" panel with Mrs. Hare, together with Allon Schoener, of the New York State Council on the Arts, and Ralph Burgard, Director of the Associated Councils of the Arts.

"New Programming for the Community Museum" will be the subject of the second panel on the afternoon of the 20th and will include poet, Kenneth Koch, director of the MUSE Poetry Workshops; Ralph Ortiz, who is establishing el Museo del Barrio in Harlem; and Christopher White, director of Summer on Wheels and founder of the jazzmobile. The panel will be chaired by Emily Dennis, formerly Assistant Director of The Brooklyn Children's Museum and MUSE and now with the Department of Cultural Affairs of Parks, Recreation and Cultural Affairs Administration.

Doris Freedman, Assistant Administrator for Visual and Performing Arts of the PRCA's Department of Cultural Affairs, will serve as chairman for a panel on "Portable Museum Exhibits, Collections and Programs"

more

on the second day of the seminar. Panelists will include Harry Parker III, Chairman of the Department of Education of the Metropolitan Museum of Art; Michael Spock, Director of the Children's Museum of Boston; and Stephan Globus of the Museum of the Media.

Hugh Hardy, a member of the architectural team that designed MUSE, and Topper Carew, Director of the New Thing Art and Architecture Center in Washington, D. C., will talk about new construction and renovation of physical facilities for community arts programs with Arthur Rashap, Assistant Administrator for Cultural Institutions from the PRCA's Department of Cultural Affairs during the afternoon of November 21st.

A second panel that afternoon on "Community Participation in the Planning and Operation of Museum Services in Local Communities and School Districts" will include Rhody McCoy, Unit Administrator of the Ocean Hill Brownsville School District in Brooklyn; John Kinard, Director of the Anacostia Neighborhood Museum in Washington, D. C., and Roger Katan, architect and advocate planner in East Harlem.

"Sources of Funding for Neighborhood Museum Programs" will be the subject of the final panel on Saturday morning, November 22nd. Speakers will include John Hightower, Director of the New York State Council on the Arts, and Richard Grove of the John D. Rockefeller III, Fund.

Evening programs during the 3-day conference will include an open session of MUSE's Creative Expression Workshop, a weekly discussion group that meets to discuss problems of black and white America. Museum directors will hear black poet, June Jordan and Leslie Lacy of Howard

more

University speak on "The Two Americas, "

Seminar participants are also scheduled to attend a jazz concert at MUSE and a performance of Alvin Ailey dancers at the Brooklyn Academy of Music. The meetings will conclude with visits to the Whitney Museum's Art Resource Center on the lower east side of Manhattan, the Studio Museum in Harlem and the Children's Art Carnival operated by the Museum of Modern Art in Harlem.

-30-

10/27/69

#72

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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Joy Barnes-360-8141

1 - 2 - 3...IMPROVISE

Modern dance technique and improvisation is the theme for the first seven-week term of free dance classes that will begin Monday, November 3rd, at two Brooklyn sites.

Now in its second year, the modern dance workshop program is directed by the Parks, Recreation and Cultural Affairs Administration's Department of Recreation.

The dance sessions are divided into three groups: children between the ages of 7 and 12, teenagers, and adults. Though the classes are admission free, a minimum of six classes per term is required of each student. Miss Rosemarie Gardella, Recreation Director at St. John's Recreation Center and a dance student of Nina Fonaroff will instruct the students.

Registration is now open for the first term of modern dance classes that will end December 19th. The workshop sessions and registration will be held at St. John's Recreation Center, Prospect Place between Troy and Schenectady Avenues, and at Brooklyn War Memorial Recreation Center, Cadman Plaza between Fulton and Orange Streets.

Parents of children interested in the program are invited to attend a class before registering.

more

The workshop schedule follows:

TUESDAYS: 3:00 to 4:00 p.m. - Adults - St. John's Rec. Center
4:00 to 5:30 p.m. - Teenagers - St. John's Rec. Center

WEDNESDAYS: 3:30 to 4:30 p.m. - Children - Brooklyn War
Memorial
4:30 to 6:00 p.m. - Teenagers - Brooklyn War
Memorial

THURSDAYS: 3:30 to 4:30 p.m. - Children - St. John's Rec. Center
4:30 to 6:00 p.m. - Teenagers - St. John's Rec. Center

FRIDAYS: # 3:30 to 4:30 p.m. - Children - Brooklyn War Memorial
4:30 to 6:00 p.m. - Adults - Brooklyn War Memorial

For further information call 493-3948 or 624-6030

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10/27/69

#73

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For Further Information:
Joy Barnes-360-8141

1 - 2 - 3...IMPROVISE

Modern dance technique and improvisation is the theme for the first seven-week term of free dance classes that will begin Monday, November 3rd, at two Brooklyn sites.

Now in its second year, the modern dance workshop program is directed by the Parks, Recreation and Cultural Affairs Administration's Department of Recreation.

The dance sessions are divided into three groups: children between the ages of 7 and 12, teenagers, and adults. Though the classes are admission free, a minimum of six classes per term is required of each student. Miss Rosemarie Gardella, Recreation Director at St. John's Recreation Center and a dance student of Nina Fonaroff will instruct the students.

Registration is now open for the first term of modern dance classes that will end December 19th. The workshop sessions and registration will be held at St. John's Recreation Center, Prospect Place between Troy and Schenectady Avenues, and at Brooklyn War Memorial Recreation Center, Cadman Plaza between Fulton and Orange Streets.

Parents of children interested in the program are invited to attend a class before registering.

more

The workshop schedule follows:

TUESDAYS: 3:00 to 4:00 p. m. - Adults - St. John's Rec. Center
4:00 to 5:30 p. m. - Teenagers - St. John's Rec. Center

WEDNESDAYS: 3:30 to 4:30 p. m. - Children - Brooklyn War
Memorial
4:30 to 6:00 p. m. - Teenagers - Brooklyn War
Memorial

THURSDAYS: 3:30 to 4:30 p. m. - Children - St. John's Rec. Center
4:30 to 6:00 p. m. - Teenagers - St. John's Rec. Center

FRIDAYS: # 3:30 to 4:30 p. m. - Children - Brooklyn War Memorial
4:30 to 6:00 p. m. - Adults - Brooklyn War Memorial

For further information call 493-3948 or 624-6030

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10/27/69

#73

FALL PARK CLEANUP--PICK A PARK...AND JOIN IN
For Further Information-Call Community Projects-360-8181



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For further information:
Janice Brophy - 360-8141

**NEW SENIOR CITIZENS PAVILION
FEATURES COLORFUL MOSAICS**

Parks, Recreation and Cultural Affairs Administrator August Heckscher and Bronx Assemblyman Seymour Posner will open officially the Senior Citizens Pavilion at a ribbon cutting ceremony Thursday (October 30th) at 2 p.m. at Topping Avenue and Mount Eden Parkway in Claremont Park, the Bronx.

Administrator Heckscher will present a certificate of appreciation to 30 members of the Hodson Senior Citizens Center who designed and executed multi-colored mosaics decorating the pavilion's walls and circular bench. William Niemczyk, art director of the Hodson Center, directed the project.

The pavilion, made of concrete and aluminum, was designed and engineered by PRCA. Fred Gabriele, Inc., was the contractor.

Assemblyman Posner of the 76th Assembly District in the Bronx is responsible for enlisting the talents of the Hodson Citizens who decorated the gazebo with mosaics resembling playing cards. The gazebo, approximately 24 feet in diameter, will be used for card playing and recreation in the spring, summer and fall months.

Art Raymond, from WEVD radio, will emcee the ceremony.

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10/28/69

#74

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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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UPON RECEIPT
For Further Information:
Joy Barnes 360-8141

"...A POEM LOVELY AS A TREE"

Ginkgo, Sophora Japonica. Christine Buisman. Street trees all.
Each a hardy lot -- tough enough to endure life on a city street. Via a
community program titled, "Street Tree Matching Program", the Parks,
Recreation and Cultural Affairs Administration aids neighborhood
organizations and block associations in the purchase, planting and caring
of street trees.

Under the Matching Street Tree Program, PRCA and local
organizations work together to provide trees for the community. The city
agency contributes six trees for every four purchased by a community
group. The trees supplied are considered by foresters able to resist a
rugged city life. London plane; Ginkgo; Honey locust; Willow oak; Silver
linden; Sophora japonica; Christine Buisman elm; and the Zelkova serrata
are the eight species recommended for street tree planting.

From the breaking of the sidewalk to the maintenance of the planted
trees, PRCA and community work hand-in-hand. When a group has the
funds to buy four street trees they contact PRCA by mail. The Adminis-
tration, in turn, sends a landscape architect consultant to survey the
block and locate the proper number of PRCA trees. The organization then
applies to their Parks borough office for a permit. During the next planting
season -- spring or fall -- a local nursery hired by the organization will

more

plant the specified number of trees purchased by the group. The PRCA matching street trees will be planted one year later...the time lapse being necessitated by the fact that the trees are privately contracted one year in advance of planting. The private local nursery guarantees the healthy condition of the donated trees for the first year, after which responsibility is assumed by PRCA for their care.

During the 1969 Spring and Fall planting seasons, the Matching Street Tree Program has thus far provided for the planting of approximately 1,000 trees throughout the five boroughs. At a cost of nearly \$125 per tree, many more trees will be planted by the end of the fall season.

Community fund-raising drives have enabled Brooklyn's Bedford-Stuyvesant and Manhattan's West Village to be among the communities to have participated in the tree program. In neighborhoods where civic associations do not exist, block residents have joined forces in raising funds to purchase the trees for their block.

For further information on the Matching Street Tree Program, write to Mr. Arthur F. Murphy, Landscape and Planting Division, Parks, Recreation and Cultural Affairs Administration, Flushing Meadow Administration Building, Flushing Meadow Park, New York 11368.

-30-

10/28/69

#75

FALL PARK CLEANUP--PICK A PARK...AND JOIN IN
For Further Information-Call Community Relations-360-8181

City of New York
Parks, Recreation and
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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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For Further Information:
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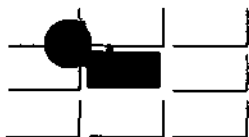
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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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UPON RECEIPT
For Further Information:
Mary Thomas-360-8141

GROUND BREAKING CEREMONIES
AT BRONX'S ST. MARY'S PARK

Park, Recreation and Cultural Affairs Administrator August Heckscher will officiate today Wednesday, October 29th at 10:30 A.M. in a ground breaking ceremony for the lighting of the ballfields in St. Mary's Park, 144th Street and Jackson Avenue in the Bronx. "The groundbreaking signals the start of construction, and this particularly pleases me", said Administrator Heckscher, "for this means the fields may be ready by next spring, in time for playing ball next summer." Administrator Heckscher will be joined at the ceremony by members of his department including Commissioner of Recreation Hayes Jones.

At the ceremony Administrator Heckscher will introduce Raymond Norat, biography annexed, former assistant to Bronx Borough President Herman Badillo. Mr. Norat is joining the Parks, Recreation and Cultural Affairs Administration as Deputy Commissioner of Recreation to Commissioner Hayes Jones. "We at PRCA are very pleased to have Mr. Norat join us," said Administrator Heckscher, "he will be a real asset to our Administration."

The groundbreaking for the ballfield lighting will be attended, in addition to Administrator August Heckscher, by several city and local officials including Bronx Borough President Herman Badillo, PRCA's Hayes Jones, as well as Peter Flack, the architect who designed the lighting, and Representatives of Euxbaum Company, the contractors.

-30-

10/28/69

#76

FALL PARK CLEANUP--PICK A PARK...AND JOIN IN
For Further Information-Call Community Projects-360-8181



City of New York
Parks, Recreation and
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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

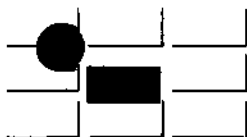
for release

RAYMOND NORAT

BIOGRAPHY

Prior to serving as Assistant to Herman Badillo, the Borough President of the Bronx, Mr. Norat served in an executive capacity with several major business organizations including Nord Business Machines, Sales Corporation, Monarch Life Insurance Company, Varni-Lite Corporation of America, Empire State Mutual Life Insurance Corp., Globe Mercantile Company and Pan American Airways Corporation.

A native of Gaguas, Puerto Rico, Mr. Norat came to New York City at the age of 17. Entering Cornell University in 1943 he interrupted his education to serve in the Armed Forces. After four years in the Army he received his discharge as a Second Lieutenant. He reentered Cornell and in 1951 completed his schooling with a Bachelor of Business Administration degree. Mr. Norat immediately associated himself with Pan American Airways Corporation, where he remained for ten years. Mr. Norat is married to the former Barbara McCormick, and resides in the Bronx.



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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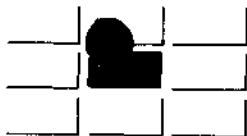
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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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UPON RECEIPT
For further information:
Joy Barnes - 360-8141

FEATURE AND PHOTO TIP

TO: Assignment Editors

DATE: Wednesday, October 29, 1969

TIME: 3:00 p.m.

PLACE: Mayflower-Wilkinson Playground, Mayflower and
Wilkinson Aves., and the Hutchinson River Parkway,
Pelham, Bronx.

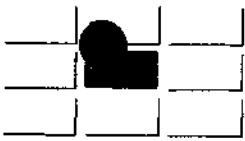
DETAILS: August Heckscher, Parks, Recreation and Cultural
Affairs Administrator, will preside at official ribbon-
cutting ceremonies to mark the opening of the new play-
ground designed by PRCA architects. Facilities include
children's village, basketball, handball and shuffleboard
courts, as well as game tables, volleyball area, and a
tots' playing area.

- 30 -

10/23/69

#77

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN
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- 30 -

10/23/69

#77

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN
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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Shirley Herz-360-8141

FEATURE AND PHOTO TIP

TO: Assignment Editors

SUBJECT: Installation of new animal identification signs.

DATE: Thursday, October 30th

TIME: 2 P.M.

PLACE: Central Park Zoo - 64th Street & Fifth Avenue

DETAILS: William Ginsberg, Parks, Recreation and Cultural Affairs Administration's First Deputy Administrator will install the first of the new identification signs that are being placed on the animal cages in the Central Park Zoo. The new signs, part of an extensive sign program of PRCA, is aluminum with black lettering. The text includes the animal's Latin name, its common name, country of origin, its eating, hunting and mating habits, and other informative facts.

Your coverage of this installation would be appreciated.

-30-

10/29/69

#78

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN.
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For Further Information:
Shirley Herz-360-8141

THE NAME OF THE GAME IS...
CENTRAL PARK ZOO ANIMALS

Would you believe a *Myrmecophaga Tridactyla*, or a *Acinonyx Jubatus* or a *Urocyon Cinereoargenteus*...you would??? Well then perhaps you'll be intrigued by a *Pongo Pygmaeus* or a *Procyon Lotor* or a *Taxidea Taxus*. If it all sounds like Latin to you...be assured it is. For those of you who are not Latin scholars, but are animal lovers, the above are the Latin names for several of the animals currently on display in the Central Park Zoo and may be identified as a Giant Anteater; a Cheetah; a Gray Fox; Orangutan a Raccoon and last but not least a Badger.

The proper Latin name, as well as the more familiar ones is just part of the information appearing on Central Park Zoo's new animal identification plaques. William Ginsburg, Park Recreation and Cultural Affairs Administration's First Deputy Administrator will show the plaques today, Thursday, October 30th at 2 P.M. "The attractive new aluminum and black signs, which have been privately funded", stated PRCA's Administrator August Heckscher and are part of PRCA's overall sign program. They have been developed by Elliot Willensky, PRCA's Deputy Administrator for Development and have been designed by Laurie Bodger of the Administrations Graphics Department. The informative text, which also includes such facts as the animal's country of origin, it's eating, breeding, and hunting habits, plus several other things has been prepared by Judy Toby of PRCA's Conservation Office. The signs are in two different sizes and are being installed both on the inside and outside of the 21 cages, with the smaller plaque being affixed to the interior building side of the cage, and the larger plaque going on the exterior or outdoor side of the cage.

-30-

10/29/ 69

#79

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Call Joy Barnes - 360-8141

**COMPLETION OF RICHMONDTOWN RESTORATION WILL MARK
CITY'S PARTICIPATION IN BI-CENTENNIAL YEAR**

Mayor John V. Lindsay announced today that the restoration of Richmondtown in Staten Island, scheduled for completion in 1976, will be made a significant part of the city's celebration of the two-hundredth anniversary of American independence.

"The city will undoubtedly undertake many projects to mark this great date," the Mayor said, "many of them designed to insure that New York City will qualify as a fitting place for men and women of free, independent character for the next two hundred years. But it is good to look backward, also. The Richmondtown Restoration will be proof that, while modernizing our city, we still can keep old values and care for cherished and irreplaceable structures."

Affirming the city's involvement in the Richmondtown Restoration, the Mayor announced the signing of a contract between the city and the Staten Island Historical Society, Inc., coordinate agency of the Richmondtown Restoration, providing approximately \$4,000,000 to further the project. The contract entails a cooperative venture to build roads, move buildings to the site, and actually restore buildings on the site. The Department of Highways will redirect the existing roadways which now pass through the old village to eliminate the hazards of the traffic-clogged streets.

more

"This restoration in which the Parks Administration has long played a major role," remarked PRCA Administrator August Heckscher, "will be one of city-wide and, indeed, nation-wide importance. It is a highly apt way in which the spirit of '76 can be served."

The Richmondtown village, located within sight of Manhattan's skyscrapers lies on a 96-acre site containing some 30 buildings dating from the 1690's to the 1890's. Along with a variety of old houses complete with period furniture, the Restoration site will include a church, court house, working blacksmith shop, sawmill, tannery, a tavern and a general store. The Barn Museum and Craft Center will provide visitors with a first-hand view of cabinet-makers and joiners, tinsmiths, rope makers, broom makers, and soap and candle makers at work. A fine collection of early photographs - many taken by Alice Austen - and vintage cameras, an extensive group of old, but functioning, carriages, and thousands of period costumes also will be housed in the Museum.

Richard Button, President of the Board of Trustees of Richmondtown Restoration, Inc., realizes the cultural, historical and educational advantages the completed project will hold for the city. Said Mr. Button, "By making Richmondtown part of the bi-centennial celebration, New York City recognizes the adage that 'past is prologue', and that Richmondtown will be a valuable contribution to the cultural life of all New Yorkers."

- 30 -

10/29/69

#CO

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Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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UPON RECEIPT
For Further Information:
Tommy Thomas-360-8141

FEATURE AND PHOTO TIP

TO: Assignment Editors

DATE: Sunday, November 2, 1969

TIME: 2:00 P. M.

PLACE: Sixth Avenue and 18th Street, Old Chelsea

DETAILS: The Chelsea Walk is the first of five historic tours that will shortly be marked by the New York City Parks, Recreation and Cultural Affairs Administration. PRCA Commissioner Heckscher will lead residents and other interested New Yorkers past the historic sites and buildings of this community, guided by 33 colorful blue, white and vermillion signs.

-30-

81

10/29/69

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN
For further information--call Community Projects -360-8181

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For Further Information:
Tommy Thomas-360-8141

FEATURE AND PHOTO TIP

TO: Assignment Editors

DATE: Sunday, November 2, 1969

TIME: 2:00 P. M.

PLACE: Sixth Avenue and 18th Street, Old Chelsea

DETAILS: The Chelsea Walk is the first of five historic tours that will shortly be marked by the New York City Parks, Recreation and Cultural Affairs Administration. PRCA Commissioner Heckscher will lead residents and other interested New Yorkers past the historic sites and buildings of this community, guided by 33 colorful blue, white and vermillion signs.

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830 Fifth Avenue, Central Park 10021

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For Further Information:
Tommy Thomas-360-8141

**CHELSEA WALKING TOUR--THE FIRST
OF FIVE HISTORIC TOURS TO BE
INITIATED BY PRCA**

Elegant residences, an early home of vaudeville, opera, movies, nickelodeons; former shopping hub of the city; haven for artists, writers, actors and musicians-where?...Old Chelsea. Follow the signs and see it all!

The inauguration of Chelsea Walk, a self-guiding walking tour of Old Chelsea will take place at 2 p. m., Sunday, November 2nd, beginning at Sixth Avenue and 18th Street. Parks, Recreation and Cultural Affairs Administrator August Heckscher will lead residents and other interested New Yorkers past the historic sites and buildings of this community, guided by colorful blue, white, and vermillion signs that distinctively mark the route of the tour.

PRCA's Deputy Administrator for Capital Projects, Elliot Willensky, is the initiator of a city-wide program to improve and expand New York City signs in historic areas. He said of the historic tours, "We hope to make the city an educational tool in itself through our historic walks and historic drives. The signs will help the city become a museum without walls."

Working for PRCA on the city-wide historic tour signs were Delia Ephron Brock, responsible for the research and text of the signs, and Laurie Bodger, Director of Graphics for PRCA who designed them.

The Chelsea Walk is the first of five historic tours that will shortly be marked by the New York City Parks, Recreation and Cultural Affairs Administration with the cooperation of the Department of Traffic. Signs, each containing distinctive symbols, will soon mark walking tours through historic areas of Flushing, Queens, and Gravesend Village, Brooklyn. In addition, driving tours will mark historic sites in the Bronx and Staten Island. The Staten Island tour signs will also serve to direct drivers to the Richmondtown Restoration, the historic enclave located in central Richmond.

The Chelsea Walk, being kicked off on Sunday, begins with the Siegel-Cooper Department Store on Sixth Avenue near 18th Street; the tour will then proceed up Sixth Avenue past two of the former commercial emporiums, the old B. Altman Department Store and the former Hugh O'Neill Department Store to 21st Street where it will detour to the west in order not to miss the Third Cemetery of the Spanish-Portuguese Synagogue. Then back to Sixth Avenue for the Adams Dry Goods Store, another ghost of the past, and up to 24th Street to "The Corner," a famed drinking spot of the past. Then the tour turns west toward the Kalem Studio on 24th Street, the workshop of the famous D. W. Griffith, creator of the movie, "The Birth of a Nation." Then over to Seventh Avenue and down to 23rd Street to see the famed Chelsea Hotel. The tour next follows the arrows to Ninth Avenue past the site of the Grand Opera House and the London

more

Terrace Apartments and downtown to Chelsea Square between 20th and 21st Streets on Ninth Avenue. The tour ends with a block of elegant row houses from 406-418 West 20th Street.

The starting points of the Chelsea Tour as well as the other four tours will have a full color guide to the special signs and symbols will be distributed at the ceremony. Copies of the folder are available from PRCA, Department H, 830 Fifth Avenue, New York, N. Y. 10021.

As the first sign tells you, "Follow the signs and enjoy."

-30-

10/30/69

#82

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN
For further information--call Community Projects -360-8181



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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For Further Information:
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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

PLEASE RELEASE FRIDAY (10/31) P.M.
For further information:
Janice Brophy 360-8141

NEW THEATER SLATED FOR QUEENS
IN WORLD'S FAIR N.Y. PAVILION

The New York State Pavilion's Theaterama Building is being converted into a professional theater for the Borough of Queens.

August Heckscher, Administrator of NYC's Parks, Recreation and Cultural Affairs Administration, made the announcement today (Friday, October 31st) at 2 p.m. at the New York State Pavilion in Flushing Meadows-Corona Park, Queens.

The Queens Playhouse, founded by director Joseph Kutrzeba, will be the primary tenant of the new 500-seat theater, adjacent to the New York State Tower of World's Fair fame.

"The playhouse project is an answer to the growing needs for cultural programming in Queens," Administrator Heckscher said, "and fulfills the need for legitimate theater convenient to audiences outside of Manhattan."

The cylindrical Theaterama Building is being redesigned by Philip Johnson, the building's original architect, to include a semi-thrust stage and 360-degree stage lighting. Johnson and Kutrzeba also plan a low stage to create an informal audience-performer relationship.

Kutrzeba will offer various kinds of entertainment at the theater, including plays by well-known and new American playwrights, plays by Chekhov, Pirandello, and Shaw, ballet, concerts, and other musical productions.

-30-

#83

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN For further information:
Call Community Projects - 360-8181



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For further information:
Joy Barnes - 360-8141

FEATURE AND PHOTO TIP

TO: Assignment Editors

DATE: Friday, October 31st, 1969

TIME: 10:00 a. m.

PLACE: Junior High School 126

Manhattan Avenue and Leonard & Bayard Streets,
Brooklyn

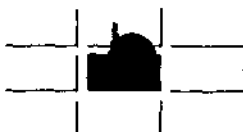
DETAILS: August Heckscher, Parks, Recreation and Cultural
Affairs Administrator, will preside at dedication cere-
monies to mark the official opening of the new playground
designed by John J. Kassner. Facilities at the site in-
clude handball and basketball courts, game tables, a
volleyball area, and benches.

Mr. John W. Raber, President of the Greenpoint Savings
Bank, will act as Master of Ceremonies, and Ralph T. Brande,
District Superintendent, will participate at the
occasion. Principal Dr. Charles P. Kerstein, PTA
President Mrs. Ora Shook, and past president Mrs.
Edith Schkrutz also will take part in the ceremony.

- 30 -

10/30/69

#84



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

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- 30 -

10/30/69

#84

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN
For further information--call Community Projects - 360-8181 1-1-1-67.5M-418251(69) 346

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:

Joy Barnes - 360-8141

NEW WINTER SCHEDULE AT RECREATION CENTERS

Four indoor Parks, Recreation and Cultural Affairs Administration

recreation centers in Queens, the Bronx and Brooklyn will initiate their seven day a week winter schedule beginning Sunday, November 2nd, from 10 a.m. to 6 p.m.

"The opening of the centers on the seven day schedule will allow our indoor facilities to be fully utilized by the public as the weather becomes colder," said PRCA Administrator August Heckscher in making the announcement.

The four recreation centers, to be fully staffed by recreation personnel, are as follows:

QUEENS:

Lost Battalion Hall, Queens Blvd. at 62nd Ave., Rego Park

BRONX:

St. Mary's Recreation Center, St. Ann's Ave. and East 145th St.

BROOKLYN:

Brownsville Recreation Center, Linden Blvd. and Christopher Ave.

St. John's Recreation Center, Prospect Place between Troy and Schenectady Aves.

- 30 -

#85

10/31/69

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN
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- 30 -

#85

10/31/69

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Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Janice Brophy-360-8141

**PRCA SCULPTURE
GOES UP ON FIFTH AVE.**

A purple, serpentine sculpture will be installed officially
Saturday (November 8th) at 3 p. m. at 60th Street and Fifth Avenue.

Sculptor Michael Finkelstein's piece, "Flow and Al," on display
through December, is sponsored by the New York City Parks, Recreation
and Cultural Affairs Administration as part of a Department of Cultural
Affairs Sculpture-of-the-Month program.

"We are very pleased to host Finkelstein's work in the city,"
PRCA Administrator August Heckscher said, "He uses metal in a
whimsical and novel manner."

Motivated by a "fascination with metals and machinery,"
Finkelstein spent years working as a grease monkey on automobiles
and airplanes in garages and airports throughout the New York area.
Finkelstein uses this mechanical knowledge in addition to his formal art
education to create individual, unorthodox sculpture.

"Flow and Al" is three pieces of welded steel spaced to simulate
one flowing structure.

"I think of this piece as overground markers for a vast underground
complex of machinery," Finkelstein says, "sort of a new Iron Age in
New York City."

-30-

11/5/69

#86

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For Further Information:
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**COME WITH US THURSDAY
WHEN WE GO BIKE RIDING**

New Yorkers can work off their turkey dinners Thanksgiving Day riding bicycles, walking, skipping and/or jumping in four traffic-free city parks.

August Heckscher, Parks, Recreation and Cultural Affairs Administrator, announced that the roadways in Central Park, Prospect Park, Forest Park in Queens, and Silver Lake Park on Staten Island will be closed to vehicular traffic on Thanksgiving Day (November 27th). Roads will be open for bicycle riding, strolling, walking dogs, playing ball, and roller skating.

The roadways in the four parks will be open to automobile traffic and operating normally on Veterans' Day (November 11th).

-30-

11/5/69

#87

FALL PARK CLEANUP--PICK A PARK...AND JOIN IN
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830 Fifth Avenue, Central Park 10021

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11/5/69

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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

CAPTION

A SEA LION BY ANY OTHER NAME WOULD BE ZALOPHUS CALIFORNIANUS

While Bill Ginsberg, PRCA's First Deputy Administrator and the sea lions look on approvingly, PRCA's Commissioner August Hecksher proudly displays one of the new animal identification plaques that have recently been installed both on the inside and outside of 21 cages in Central Park Zoo. The plaques, part of the Parks, Recreation, and Cultural Affairs overall sign program, contain informative text which tells the public the animal's latin name along with the more familiar one plus such facts as the country of origin, it's eating, breeding, and hunting habits.

#88



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

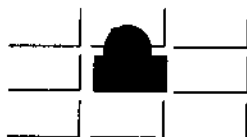
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Parks, Recreation and
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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Joy Barnes-360-8141

FEATURE TIP

TO: Queens Assignment Editors

DATE: Tuesday, November 18th, 1969

TIME: 8:00 P. M.

PLACE: First Baptist Church
100-10 Astoria Boulevard
East Elmhurst, Queens

DETAILS: A representative from the Parks, Recreation and
Cultural Affairs Administration's Community Projects
Office will meet with community members of the Corona-
East Elmhurst area to discuss the building of an
intermediate pool at 99th Street and 32nd Avenue in
East Elmhurst.

For further information, contact Mr. Terry O'Leary
at the Community Projects office, 360-8181.

-30-

11/6/69

#89

FALL PARK CLEAN-UP -- PICK A PARK... AND JOIN IN
For further information--call Community Projects - 360-8181

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OLD ST. NICK CAN'T BE FAR BEHIND

Forty-four stately evergreens, hand-picked by Parks, Recreation and Cultural Affairs Administration tree experts, will soon decorate parks and city halls throughout the five boroughs.

Getting a jump on the fast approaching holiday season, PRCA dispatched representatives to the Tupper Lake and Lake Placid section of the Adirondacks during the week of October 20th to select the Christmas trees. Carl Schiff, Director of Horticulture, headed the group of tree experts that included, Joseph Melston, of PRCA, and Al LoPresti, of the Comptroller's Office, Inspection Division.

The 44 evergreen trees range in size from 10 to 60 feet high. The Maintenance and Operation Division of PRCA will begin the job of erecting the trees in early December. August Heckscher, PRCA Administrator, will announce official tree-lighting ceremonies at a later date.

-30-

11/6/69

#90

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UPON RECEIPT

Janice Brophy - 360-8141

PRCA MOVES IN TO COLLECT LEAVES
IN CITY PARKS AND PLAYGROUNDS

Operation Fall Leaf Removal is well underway in New York City's parks and playgrounds to sweep up fall's colorful leaves when they fall to the ground.

"Because of the air pollution problem," Parks Administrator August Heckscher said, "we cannot burn our leaves. Therefore PRCA has mobilized three types of leaf-removing machines to aid the men with rakes in the gigantic task of clearing leaves from our parks and playgrounds."

"A large leaf collector truck which holds 11 cubic yards of leaves is used on large areas, a walking-type giant vacuum is being used on walks and smaller park lawns, and a leaf-shredding machine serves to chop up leaves as it moves along. Shredded leaves are left on the ground to protect and fertilize park and playground lawns during the winter months."

Heckscher explained the reasons for the massive Operation Fall Leaf Removal program. "Dried leaves are highly inflammable and must be removed as a fire precaution, and wet leaves on sidewalks and roads are slippery and dangerous to pedestrians and motorists. Also, leaves must be cleared from street drains and roof gutters to permit normal drainage and prevent flooding."

- 30 -

11/7/69

#91

FOR DAILY RECORDING ON PARK EVENTS: In Manhattan and Bronx - 755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

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Heckscher explained the reasons for the massive Operation Fall Leaf Removal program. "Dried leaves are highly inflammable and must be removed as a fire precaution, and wet leaves on sidewalks and roads are slippery and dangerous to pedestrians and motorists. Also, leaves must be cleared from street drains and roof gutters to permit normal drainage and prevent flooding."

- 30 -

11/7/69

#91

FOR DAILY RECORDING ON PARK EVENTS: In Manhattan and Bronx - 755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Joy Barnes-360-8141

OLD ST. NICK CAN'T BE FAR BEHIND

Forty-four stately evergreens, hand-picked by Parks, Recreation and Cultural Affairs Administration tree experts, will soon decorate parks and city halls throughout the five boroughs.

Getting a jump on the fast approaching holiday season, PRCA dispatched representatives to the Tupper Lake and Lake Placid section of the Adirondacks during the week of October 20th to select the Christmas trees. Carl Schiff, Director of Horticulture, headed the group of tree experts that included, Joseph Melston, of PRCA, and Al LoPresti, of the Comptroller's Office, Inspection Division.

The 44 evergreen trees range in size from 10 to 60 feet high. The Maintenance and Operation Division of PRCA will begin the job of erecting the trees in early December. August Heckscher, PRCA Administrator, will announce official tree-lighting ceremonies at a later date.

-30-

11/6/69

#90

FALL PARK CLEAN-UP--PICK A PARK...AND JOIN IN
For further information--call Community Projects -360-8181

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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Parks, Recreation and
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830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
Janice Brophy - 360-8141

PRCA MOVES IN TO COLLECT LEAVES
IN CITY PARKS AND PLAYGROUNDS

Operation Fall Leaf Removal is well underway in New York City's parks and playgrounds to sweep up fall's colorful leaves when they fall to the ground.

"Because of the air pollution problem," Parks Administrator August Heckscher said, "we cannot burn our leaves. Therefore PRCA has mobilized three types of leaf-removing machines to aid the men with rakes in the gigantic task of clearing leaves from our parks and playgrounds."

"A large leaf collector truck which holds 11 cubic yards of leaves is used on large areas, a walking-type giant vacuum is being used on walks and smaller park lawns, and a leaf-shredding machine serves to chop up leaves as it moves along. Shredded leaves are left on the ground to protect and fertilize park and playground lawns during the winter months."

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- 30 -

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#91

FOR DAILY RECORDING ON PARK EVENTS: In Manhattan and Bronx - 755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

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830 Fifth Avenue, Central Park 10021

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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:
Joy Barnes - 360-8141

HECKSCHER PLAYGROUND BEING STREAMLINED

Work has begun on the rehabilitation of Central Park's Heckscher Playground, 65th Street off Central Park South. With funds donated by the Heckscher Foundation for Children, architect Richard Dattner has designed an inventive, contemporary playground which will include an amphitheater.

The Ormar Building Corporation, of New Rochelle, N. Y., has been contracted for the project. At a cost of \$106,000, the playground is scheduled for completion in the spring of 1970.

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11/12/69

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FOR DAILY RECORDING ON PARK EVENTS-In Manhattan and Bronx -
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:

Janice Brophy - 360-8141

**PUERTO RICAN THEATRE IS BILL OF FARE
THIS WEEKEND AT HENRY STREET PLAYHOUSE**

The Neuvo Teatro Pobra de America (The New Poor Theatre of America), under the direction of Pedro Santaliz, will perform in Spanish this Friday, Saturday and Sunday (November 14th, 15th and 16th) at the Henry Street Playhouse, 466 Grand Street, Manhattan.

Sponsored by the New York City Parks, Recreation and Cultural Affairs Administration, the program is the Puerto Rican Theatre's second festival. The schedule as announced by PRCA's Administrator, August Heckscher, consists of works by several Puerto Rican authors including "La Cautiva," "Bayaminina," and other miniature tales by Pedro Juan Soto; "The Pantomine of the Man Who Only Said 'No'" and "The Woman of Arrabel" by Lydia Milagros Gonzales; Episode of Sancho Panza on the Island of Barataria from "Don Quixote de la Mancha" by Don Miguel de Cervantes Saavedra; "The Girl, the Student and the Sailor" by Federico Garcia Lorca and refrains from the popular Puerto Rican Decimas.

The program will be performed in Spanish, but there will be an explanation in English for the English-speaking members of the audience. The admission is free and performance times are as follows: Friday, November 14th at 8 p. m.; Saturday, November 15th and Sunday, November 16th at 2 p. m. and 8 p. m.

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11/12/69

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FOR DAILY RECORDING ON PARK EVENTS - In Manhattan and Bronx - 755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

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11/12/69

#93

FOR DAILY RECORDING ON PARK EVENTS - In Manhattan and Bronx -
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:

Joy Barnes - 360-8141

**FOLK, SQUARE AND SOCIAL DANCING
AT BROOKLYN WAR MEMORIAL AUDITORIUM**

The public is invited to attend a full evening of free indoor dancing every Thursday night from 6:30 to 9:00 p. m. at the Brooklyn War Memorial Auditorium located at Fulton and Orange Streets.

City dance specialist Russell Ericksen will continue the program of Folk, Square and Social Dancing until June.

This activity is a continuation of the outdoor summer program given this past summer at Prospect Park's Kate Wollman Rink sponsored by the Department of Recreation of the Parks, Recreation and Cultural Affairs Administration of the City of New York.

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11/12/69

#94

FOR DAILY RECORDINGS ON PARK EVENTS - in Manhattan and Bronx -
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
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830 Fifth Avenue, Central Park 10021

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755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:

Joy Barnes - 360-8141

LA TOURETTE GOLF COURSE TO CLOSE FOR WINTER

Staten Island's La Tourette Golf Course, at Rockland Avenue and London Road, will close for the winter months at the close of business on Sunday, November 16th. An inoperable boiler and heating system necessitates the early closing of the golf facility.

Richmond golfers may continue to use the South Shore Course, at Huguenot Avenue and Railey Street, until it closes for the winter on Sunday, November 30th, or the year-round Silver Lake Golf Course. Located on Victory Boulevard and Park Road, Silver Lake will operate on its regular daylight hours schedule throughout the winter.

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11/14/69

#95

FOR DAILY RECORDING ON PARK EVENTS - In Manhattan and Bronx -
755-4100. For Queens, Staten Island and Brooklyn - 691-5358.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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For further information:
Joy Barnes - 360-8141

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- 30 -

11/14/69

#95

FOR DAILY RECORDING ON PARK EVENTS - In Manhattan and Bronx -
755-4100. For Queens, Staten Island and Brooklyn - 391-5358.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Joy Barnes - 360-8141

FEATURE TIP

TO: Queens Assignment Editors

DATE: Thursday, November 20th, 1969

TIME: 8:15 P. M.

PLACE: Saint Mel's Catholic Church Auditorium
26-03 154th Street
Flushing, Queens

DETAILS: Representatives from the Parks, Recreation and Cultural Affairs Administration, along with the contract architect, will meet with community members to discuss details of Bowne Park rehabilitation. The meeting will be conducted by PRCA's Community Projects Office, with the cooperation of the Bowne Park Coordinating Committee and Saint Mel's Catholic Church.

For further information, contact Mr. Terry O'Leary at the Community Projects Office, 360-8181.

-30-

11/14/69

#96

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

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#96

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

FOR IMMEDIATE RELEASE
For further information: (212)
360-8141

**"HOW-TO" SESSIONS ON NEIGHBORHOOD MUSEUMS
OPENS 3-DAY SEMINAR THURSDAY, NOVEMBER 20TH**

On Thursday, November 20th more than 100 museum directors, educators, urban planners, and foundation officials from around the United States will meet at MUSE, the Bedford Lincoln Neighborhood Museum in Brooklyn, for the first meeting of a three-day seminar on "The Planning and Operation of Neighborhood Museums." The "how-to" program, presented by experts in all phases of neighborhood museum operations and activities, is under the joint sponsorships of The New York State Council on the Arts and the Department of Cultural Affairs of New York City's Parks, Recreation and Cultural Affairs Administration. The three-day seminar concludes on Saturday evening, the 22nd, with a performance by Alvin Ailey's American Dance Theater, at the Brooklyn Academy of Music.

The panel discussions and informal exchanges between the participating museum directors and other experts at the seminar will also be concerned with the many related issues and problems involved when museums seek effective ways of reaching and serving new audiences. Broadening the museum's social function in the community requires new thinking and approaches, and educators, urban planners and others who will share this responsibility, will also be in attendance.

Among the panelists are Mrs. Julia Hare, former Coordinator of Education of the Oakland Museum; John Hightower, Executive Director, New York State Council on the Arts; John Kinard, Director, The Anacostia
more

Museum, Washington, D.C; Ralph Burgard, Director, Associated Councils of the Arts; Allon Schoener, Director, Visual Arts Program, New York State Council on the Arts; Michael Spock, Children's Museum of Boston; and a roster of architects, urban planners, writers, artists, musicians, and the Brooklyn Children's Museum administrators who conceived, developed and implemented the concepts for MUSE.

Saturday afternoon the seminar participants will tour the Whitney Museum Art Resource Center, the Children's Art Carnival operated in Harlem by the Museum of Modern Art, and the Studio Museum in Harlem. Also, each evening as guests of MUSE, they will be entertained by a Jazz Concert on Thursday night that will include such jazz groups as The Bill Barron Quintet; Jerry Gonzales and The Third World Music. On Friday night, they will visit a session of the Creative Expression Workshop at MUSE - a weekly discussion group that meets at the museum to talk about the problems of Black and White America. On Saturday evening the Academy of Music will play host at a performance by Alvin Ailey's American Dance Theater.

The seminar was planned by Emily Dennis, formerly Acting Director of The Brooklyn Children's Museum, who is now with the Department of Cultural Affairs, of the New York City Parks, Recreation and Cultural Affairs Administration.

MUSE, the first neighborhood museum in New York City, was opened in May, 1968, when the Brooklyn Children's Museum in Brower Park was closed. A new Children's Museum is being designed by Hardy, Holzman Pfeiffer Associates, the same architects who created the imaginative space for MUSE which was formerly an automobile showroom and storage area.

11/18/69



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

FOR IMMEDIATE RELEASE
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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For Further Information:
Joy Barnes - 360-8141

PRCA ANNOUNCES FLUSHING WALKING TOUR

Have you seen the new signs? They mark Flushing Walk, a tour through Historic Flushing. Just follow the arrows on the signs with a tree in the upper left hand corner and you will see the landmarks of Flushing, explained by the new blue, white, and vermillion signs.

The Flushing Walk is part of the Parks, Recreation and Cultural Affairs Administration's city-wide Historic Tours Program. The signs were designed by Lorraine Bodger, Director of Graphics for PRCA. August Heckscher, PRCA Administrator, said of the program, "We hope this project initiated by our Deputy Administrator for Development, Elliot Willensky, will make New York a museum without walls for all who visit and live in our city."

The tour through the Queens community begins in the heart of the Flushing business district at Main Street and Roosevelt Avenue, and includes such sites as the Quaker Meeting House, The Site of the Fox Oaks, and the Kingsland Homestead.

The other four tours in the program are walking tours in Chelsea, Manhattan and Gravesend Village in Brooklyn as well as driving tours through Historic Richmond and Historic Bronx.

A brochure giving the starting points of the five tours can be obtained by writing to Dept. H; Parks, Recreation and Cultural Affairs Administration; 830 Fifth Ave.; New York, N. Y. 10021.

11/20/69

City of New York
Parks, Recreation and
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830 Fifth Avenue, Central Park 10021

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Cultural Affairs Administration
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August Heckscher, Administrator

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For Further Information:
Joy Barnes - 360-8141

PRCA ANNOUNCES VILLAGE WALKING TOUR

Have you seen the new signs? They mark the Gravesend Village Walk, a tour through Historic Gravesend Village. Just follow the arrows on the signs with a spinning wheel in the upper left hand corner and you will see the landmarks of Gravesend Village explained by the new blue, white, and vermillion signs.

The Gravesend Village Walk is part of the Parks, Recreation and Cultural Affairs Administration's city-wide Historic Tours Program. The signs were designed by Lorraine Bodger, Director of Graphics for PRCA. August Heckscher, PRCA Administrator, said of the program, "We hope this project initiated by our Deputy Administrator for Development, Elliot Willensky, will make New York a museum without walls for all who visit and live in our city."

The tour through Gravesend Village begins at Gravesend Neck Road between 1st and West Streets, and includes such sites as the Gravesend Reform Church, The Lady Moody House, and the Ryder Van Cleef House.

The other four tours in the program are walking tours in Chelsea, Manhattan; and Flushing, Queens, as well as driving tours through Historic Bronx and Historic Richmond.

A brochure giving the starting points of the five tours can be obtained by writing to Dept. H; Parks, Recreation and Cultural Affairs Administration; 830 Fifth Ave.; New York, N. Y. 10021.

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City of New York
Parks, Recreation and
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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:
Joy Barnes - 330-3141

PRCA ANNOUNCES HISTORIC BRONX DRIVING TOUR

Have you seen the new signs? They mark the Historic Bronx Tour which follows a route past historic sites in the Bronx. Just follow the arrows on the signs with a colonial rider in the upper left-hand corner and you will see the landmarks of the Bronx explained by the new blue, white and vermillion signs.

The Historic Bronx Tour is part of the Parks, Recreation and Cultural Affairs Administration's city-wide Historic Tours Program. The signs were designed by Lorraine Bodger, Director of Graphics for PRCA. August Heckscher, PRCA Administrator, said of the program, "We hope this project initiated by our Deputy Administrator for Development, Elliot Willensky, will make New York a museum without walls for all who visit and live in our city."

The driving tour through the Bronx begins opposite Manhattan College Parkway near Van Courtlandt Mansion, and includes such sites as the Valentine Varian House, Poe Cottage and the Grand Concourse.

The other four tours in the program are walking tours in Chelsea, Manhattan; Flushing, Queens; and Gravesend Village, Brooklyn as well as a driving tour through Historic Richmond.

A brochure giving the starting points of the five tours can be obtained by writing to Dept. H; Parks, Recreation and Cultural Affairs Administration; 830 Fifth Ave.; New York, N. Y. 10021.

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11/20/69

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:
Joy Barnes - 360-3141

PRCA ANNOUNCES HISTORIC BRONX DRIVING TOUR

Have you seen the new signs? They mark the Historic Bronx Tour which follows a route past historic sites in the Bronx. Just follow the arrows on the signs with a colonial rider in the upper left-hand corner and you will see the landmarks of the Bronx explained by the new blue, white and vermillion signs.

The Historic Bronx Tour is part of the Parks, Recreation and Cultural Affairs Administration's city-wide Historic Tours Program. The signs were designed by Lorraine Bodger, Director of Graphics for PRCA. August Heckscher, PRCA Administrator, said of the program, "We hope this project initiated by our Deputy Administrator for Development, Elliot Willensky, will make New York a museum without walls for all who visit and live in our city."

The driving tour through the Bronx begins opposite Manhattan College Parkway near Van Courtlandt Mansion, and includes such sites as the Valentine Varian House, Poe Cottage and the Grand Concourse.

The other four tours in the program are walking tours in Chelsea, Manhattan; Flushing, Queens; and Gravesend Village, Brooklyn as well as a driving tour through Historic Richmond.

A brochure giving the starting points of the five tours can be obtained by writing to Dept. H; Parks, Recreation and Cultural Affairs Administration; 830 Fifth Ave.; New York, N. Y. 10021.

- 30 -

#100

11/20/69

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:

Joy Barnes - 330-8141

GOLF LOCKERS AVAILABLE NOVEMBER 24th

Good news for cold-weather golfers...permits for interim golf lockers will go on sale at Parks, Recreation and Cultural Affairs Administration Borough Offices beginning Monday, November 24th.

The permits will allow golfers to occupy their lockers beginning Saturday, December 6th, for a fee of \$5.00 plus 30% New York City sales tax.

PRCA Borough Office locations follow:

<u>MANHATTAN:</u>	Arsenal Building, 64th St. and Fifth Ave., N.Y. 10021
<u>QUEENS:</u>	The Overlook, Union Turnpike and Park Lane, Forest Park, Kew Gardens, N. Y. 11415
<u>STATEN ISLAND:</u>	Clove Lakes Park, 1150 Clove Rd., West New Brighton, Richmond, N. Y. 10301
<u>BRONX:</u>	Administration Building, Bronx Park, East and Birchall Ave., Bronx Park, Bronx, N. Y. 10462
<u>BROOKLYN:</u>	Litchfield Mansion, Prospect Park West and Fifth St., Prospect Park, Brooklyn, N. Y. 11215

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11/20/69

#102

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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Joy Barnes - 360-3141

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<u>BRONX:</u>	Administration Building, Bronx Park, East and Birchall Ave., Bronx Park, Bronx, N. Y. 10462
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- 30 -

11/20/69

#102

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:
Joy Barnes - 330-3141

PRCA ANNOUNCES HISTORIC RICHMOND TOUR

Have you seen the new signs? They mark the Historic Richmond Tour which follows a route past historic sites in Richmond. Just follow the arrows on the signs with a windmill in the upper left-hand corner and you will see the landmarks of Richmond explained by the new blue, white and vermillion signs.

The Historic Richmond Tour is part of the Parks, Recreation and Cultural Affairs Administration's city-wide Historic Tours Program. The signs were designed by Lorraine Bodger, Director of Graphics for PRCA. August Heckscher, PRCA Administrator, said of the program, "We hope this project initiated by our Deputy Administrator for Development, Elliot Willensky, will make New York a museum without walls for all who visit and live in our city."

The driving tour through Richmond begins at St. George Ferry Terminal on Richmond Terrace, and includes such sites as Sailor's Snug Harbor, the Gardner-Tyler House, and the Biliou-Stillwell-Perine House.

The other four tours in the program are walking tours in Chelsea, Manhattan; Flushing, Queens; and Gravesend Village, Brooklyn as well as a driving tour through Historic Bronx.

A brochure giving the starting points of the five tours can be obtained by writing to Dept. H; Parks, Recreation and Cultural Affairs Administration; 330 Fifth Avenue; New York, N. Y. 10021.



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

: UPON RECEIPT
For Further Information:
Janice Brophy - 360-8141

PHOTO CAPTION

Central Park supervisor of menagerie John Fitzgerald keeps tabs on baby puma trying out his walking shoes while First Deputy Administrator William Ginsberg of the Parks, Recreation and Cultural Affairs Administration stops by to say hello. Puma cub is the sole male of the four cubs born on September 16th to Mary and Henry Puma in the Central Park Zoo and can be seen by the public in the lion house.

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11/24/69

#103



City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

: UPON RECEIPT
For Further Information:
Janice Brophy - 360-8141

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11/24/69

#103

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:
Janice Brophy - 360-3141

**PRCA BRINGS CULTURE INDOORS
FOR THE LONG WINTER MONTHS**

"The Chariot of the Sun," a musical version of the Greek myth of Phaeton, is being presented at MUSE, the Bedford Lincoln Neighborhood Museum, 1530 Bedford Avenue, Brooklyn, 8 p.m. Friday, November 28th, by The Portable Phoenix theater group.

"Chariot of the Sun" will play 13 times throughout the city. This marks the first time the New York City Parks, Recreation and Cultural Affairs Administration has sponsored a professional touring theater program during the winter.

"This is another step in the continuing of PRCA cultural events after the leaves have fallen," said PRCA Administrator August Heckscher. "We are delighted to be sponsoring The Portable Phoenix this year. It boasts a dynamic program of participatory theater for young people that goes far beyond a traditional assembly performance. 'The play's the thing,' but not the whole thing."

The Portable Phoenix is an educational project of "Theater Incorporated, The Phoenix Theater." The professional company of four, directed by Janet Spencer, includes Dan Hamilton, Felix Rice, Gil Robbins, and Brenda Spigner.

Following the performance of "The Chariot of the Sun," each actor invites a group of people from the audience to play theater games, including charades. The games are part of the theater's study program to involve young people in dramatics and give them the feeling of acting. Other workshops in the series are prepared readings and vocational seminars.

"This innovative Portable Phoenix program is part of the city's attempt to bring the joys of the theater directly into our communities and represents one of the new directions we are exploring in community cultural programs," states Mrs. Doris Freedman, director of PRCA's Department of Cultural Affairs.

The Portable Phoenix's second performance will be at the Mott Haven Branch Library, 321 East 140th Street, the Bronx, on Saturday, November 29, at 1 p.m.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:
Janice Brophy - 360-8141

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FOR THE LONG WINTER MONTHS**

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"Chariot of the Sun" will play 13 times throughout the city. This marks the first time the New York City Parks, Recreation and Cultural Affairs Administration has sponsored a professional touring theater program during the winter.

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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

AMs, Monday, Dec. 1
For further information:
Bill O'Connell - 360-8141

**PARK'S FOOD'S
GOT TO BE GOOD**

Strict food standards for concessionaires in the city's parks were announced today "to guarantee the highest health standards, quality and the best service from every pushcart (carretina), cafeteria and restaurant on parkland in the five boroughs."

The announcement was made this morning by Commissioner William R. Ginsberg, First Deputy Administrator of the city's Parks, Recreation and Cultural Affairs Administration.

Hot dogs are to be ALL beef, with controls over moisture and fat. Hamburgers are subject to the same scrutiny. The temperature and storage time of milk are limited. All perishable food must be refrigerated. The amount of syrup in the carbonated water for soft drinks is spelled out. Minimum age requirements are set for supervisors.

Ginsberg said that the PRCA legal staff has selected the "strictest city, federal and state laws on the books and we've made them the minimum standard for concessionaires holding contracts with PRCA. When somebody bites into a hot dog in the park, we want him to be secure in the knowledge it won't bite him back."

Non-compliance brings a risk of cancellation of the concessionaire's license.

The tough approach is taken in accord with the city administration's interest in consumer protection and to complement the strong lead taken on many other fronts by the Consumer Affairs Administration.

Note to Editors: A copy of PRCA's minimum food standards for concessionaires is attached.

more

for release

August Heckscher, Administrator

- 2 -

PARKS, RECREATION AND CULTURAL AFFAIRS ADMINISTRATION

MINIMUM STANDARDS FOR FOOD SERVICE
CONCESSIONAIRES IN NEW YORK CITY PARKS

HAMBURGERS

Must be ALL Beef with no binders, fillers, extenders, additives or preservatives.

Fat content is not to exceed 30%.

There is to be no added moisture.

They may be fresh or frozen.

If fresh - they must be stored for no longer than 2 days, preferably at a temperature of 30 degrees F., but under no circumstances to exceed 42 degrees F.

If frozen - they may be stored for no longer than 2 months, at a temperature not to exceed 0 degrees F.

FRANKFURTERS

Must be ALL Beef and either skinless or in sheep casing, as indicated by the manufacturer's label, with no binders, fillers, extenders, additives or preservatives.

30% fat content is permitted, but 25% is preferred.

Moisture content of 10% is permissible.

MILK

Must be stored at or below 42 degrees F.

Dated milk cannot be sold after 12 midnight of the date indicated on the container.

SANDWICHES

All spoilable elements must be kept at or below 50 degrees F.

All meat or cheese sandwiches to have at least 2 oz. of the same.

SOFT DRINKS

CO2 machines: dispensed products should adhere to ratios of syrup to water mixture recommended by the syrup manufacturers.

All other types of flavor bases should yield the same degree of quality as is found in the syrup products.

ICE CREAM

Is to be stored at a temperature not to exceed -10 degrees F.

UNIFORMS

All employees should be in a uniform as per their contracts.

more

- 3 -

AGE

The ages of all employees must conform to New York State law.

In addition, we recommend that if the concession is a large operation (i. e. 5 or more employees) there should be someone over 21 years of age in a supervisory position.

If the operation is smaller (i. e. under 5 employees) then someone 18 years or older should be present.

NOTE: All authorized operators of mobile units must display in a predominant location on their units the official PRCA insignia (the maple leaf sticker).

- 30 -

11/26/69

#105

FOR DAILY RECORDING ON PARK EVENTS: In Manhattan and Bronx - 755-4100. For Queens, Staten Island and Brooklyn - 691-5358.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

AMS, Monday, Dec. 1
For further information:
Bill O'Connell - 360-8141

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more

for release

August Heckscher, Administrator

- 2 -

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MINIMUM STANDARDS FOR FOOD SERVICE
CONCESSIONAIRES IN NEW YORK CITY PARKS

HAMBURGERS

Must be ALL Beef with no binders, fillers, extenders, additives or preservatives.

Fat content is not to exceed 30%.

There is to be no added moisture.

They may be fresh or frozen.

If fresh - they must be stored for no longer than 2 days, preferably at a temperature of 30 degrees F., but under no circumstances to exceed 42 degrees F.

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more

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- 30 -

11/26/69

#105

FOR DAILY RECORDING ON PARK EVENTS: In Manhattan and Bronx - 755-4100. For Queens, Staten Island and Brooklyn - 391-5358.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

Tommy Thomas - 360-8141

ANDY LEICHMAN--PROJECT LEADER

Andy, almost 14 years old and a student at PS 124 in Flushing, read PRCA'S Fall Clean-Up literature and got his service project idea from it. Andy is currently a Life Scout. This service project is really the essence of what the Eagle Scout Award means: Community service, conservation work, and knowing the skills of scouting. The Eagle Scout Award is the highest in scouting.

He organized members of his troop to aid him in his project involving a public park. PRCA'S Community Projects suggested Alley Pond Park and to contact Mr. Larson, the Park Foreman. Mr. Larson thought it was an excellent way of improving the park by cleaning up litter along the nature trail and identifying and marking some of the many different trees found there. Last Saturday, November 22, Andy brought along plastic-covered markers to attach to the trees. He will write a report on his activities for his Scoutmaster, Mr. William Driscoll, after they finish the work on Saturday, November 29th. On the basis of the report, Mr. Driscoll will certify the completion of Andy's Eagle Award service project.

Mr. Daniel Cullen Beard, the founder of the Boy Scouts of America, was also the founder of Troop 2, begun in 1912, and is the second oldest Boy Scout Troop in the United States. Troop 2 later became Troop 13 to which Andy and his fellow scouts belong. The Dad's Club with the help of Andy's father, Mr. Carl Leichman head of P.R.'s for HRA sponsored the activity.

A number of Andy's friends pitched in to help in order to qualify for various related scouting awards.

#106

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Parks, Recreation and
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August Heckscher, Administrator

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Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For further information:
Joy Barnes - 360-8]4]

SOUTH STREET SEAPORT TO HOST OCEANOGRAPHIC PANEL

William R. Ginsberg, First Deputy Administrator and Commissioner of the Parks, Recreation and Cultural Affairs Administration, will moderate an oceanographic panel discussion for laymen at the South Street Seaport, 203 Front Street, Manhattan, on Thursday, (December 4th), at 7 p.m.

Sponsored by the South Street Seaport and the Mayor's Oceanographic Advisory Committee, the panel will include Dr. Willard Pierson, Professor of Oceanography at N.Y.U.; Kenneth Patton, Commissioner of Commerce for the City of New York; and Dr. Ross F. Nigrelli, Director of the New York Aquarium and the Osborn Laboratory of Marine Science.

In addition to his role as panel moderator, Commissioner Ginsberg will examine oceanography and its relation to recreation. Dr. Pierson will discuss oceanography in connection with education and educational institutions. Dr. Nigrelli will discuss environmental aspects of oceanography, and Commissioner Patton will present a view of the subject in relation to the City's economy.

The panel session is open to the public.

- 30 -

12/2/69

#107

FOR DAILY RECORDING ON PARK EVENTS: In Manhattan and Bronx - 755-4100. In Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
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- 30 -

12/2/69

#107

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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

Upon Receipt
For Further Information:
Janice Brophy - 360-8141

LYMAN KIPP'S OUTDOOR SCULPTURE
GETS BROOKLYN SITE

Brooklyn is playing host to Lyman Kipp's environmental sculpture, "Hudson Bay," placed on the sidewalk at St. James Place and Lafayette Avenue in the Clinton Hill section.

"Hudson Bay" is part of the New York City Parks, Recreation and Cultural Affairs Administration-sponsored Sculpture-of-the-Month program, enabling artists to exhibit their sculpture in one of New York's five boroughs on a temporary basis.

Michael Bester, Chairman of the Beautification Committee of the Pratt Area Community Council, requested the environmental sculpture for its neighborhood in conjunction with a beautification program underway in Clinton Hill. The beautification project, sponsored by the Department of Highways, combines the planting of trees, provided by PRCA, with the repaving of streets.

Kipp's nine-foot tall "Hudson Bay" environmental sculpture was placed on the sidewalk at St. James and Lafayette. It is designed to involve passersby by enticing them to walk through the sculpture. The piece was on display last year in the Whitney Museum courtyard as part of the 1968 Annual Exhibition of Sculpture, and is four yellow columns united at the top by a blue cross. It will be on exhibit through January.

"Having a nationally-renowned contemporary artist contributing to a city program remains a novel idea, and we are quite excited and honored to present Lyman Kipp's work in our Sculpture-of-the-Month program," said PRCA Administrator August Heckscher.

-30-

12/3/69

#108

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
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12/3/69

#108

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Joy Barnes - 360-8141

PHOTO TIP

TO: Assignment Editors

DATE: Saturday, December 6th, 1969

TIME: 10 A. M.

PLACE: Lasker Memorial Skating Rink
Central Park
110th Street and Lenox Avenue

DETAILS: The Parks, Recreation and Cultural Affairs Administration,
in cooperation with the NBC Television Network will present
the Hans Brinker Winter Carnival. Scheduled events in-
clude figure skating exhibitions and speed skating races
for boys and girls in separate divisions.

Prizes will be awarded to first, second and third place
finishers in the final race of each class, and a "Hans
Brinker Silver Skate" Trophy will go to the club or organ-
ization scoring the greatest number of total points in all
events.

Application blanks are available at Lasker Rink and all
rinks throughout the city.

-30-

12/4/69

#109

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

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12/4/69

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Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

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For Further Information:
Janice Brophy - 360-8141

**PRCA ANNOUNCES HOLIDAY SCHEDULE
FOR AUTOMOBILES IN CENTRAL PARK**

To help alleviate holiday traffic in New York City during the Christmas season, New York City Parks, Recreation and Cultural Affairs Administration has announced that Central Park roadways will be open to automobile traffic on Saturdays, beginning on Saturday, December 6th through Saturday, December 27th.

Central Park will be closed to vehicular traffic on Christmas Day and beginning at 10 p. m. on New Year's Eve Day (December 31st) through New Year's Day.

-30-

12/4/69

#110

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx 755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Janice Brophy - 360-8141

**PRCA ANNOUNCES HOLIDAY SCHEDULE
FOR AUTOMOBILES IN CENTRAL PARK**

To help alleviate holiday traffic in New York City during the Christmas season, New York City Parks, Recreation and Cultural Affairs Administration has announced that Central Park roadways will be open to automobile traffic on Saturdays, beginning on Saturday, December 6th through Saturday, December 27th.

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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Mary Thomas-360-8141

THE BRONX ZOO AND DRAWINGS TOO

Did you know that the Bronx Zoo has a Heads & Horns Museum? In this special exhibit gallery, displays of mounted animal heads share its space with occasional exhibits of art and special subjects. The current exhibition features artist Joseph Sibal's Animals in Pencil and Watercolor. There are over forty illustrations on the walls ranging from the familiar Jaguar, Elephant and Fox to the unfamiliar Double-collared Aracari Toucan, Giant Laughing Kingfisher and the Hoopoes (the latter are in the bird family, just in case you didn't know.) All of the fascinating subjects, framed in various sizes, were drawn from life right on the spot by Mr. Sibal at both Central Park and the Bronx Zoo. Retired from the textile and industrial field, Mr. Sibal is enjoying a remarkable career as a free lance artist specializing in animals.

This special collection of his animals and birds is open to the public seven days a week, from 12:30 P. M. to 5 P. M. Tentatively scheduled to run through January, the PRCA Department extends an open invitation to all to attend.

-30-

12/4/69

#111

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Janice Brophy-360-8141

**TIME TO DON SWIMSUTTS
FOR LIFEGUARD TRAINING**

Lifeguards are needed for New York City's pools and beaches. December is the month to register for a free Municipal Lifeguard Course for those interested in being lifeguards at city pools and beaches next summer.

To register for the course, which runs from January to April, applicants must pass qualifying swimming and physical tests which are held at the East 54th Street Recreation Center (indoor pool, 342 East 54th Street, Manhattan, every Tuesday through Friday in December between 3 and 8 p.m. and every Saturday between 10 a.m. and 4 p.m. Those passing qualifying tests will be issued application forms, registered and processed for the Municipal Lifeguard Course.

Candidates are required to attend one class a week for 14 weeks, and there will be afternoon, evening and weekend sessions.

The requirements for male and female U.S. citizens are: must be no younger than 17 or older than 35 at the date of their appointment; minimum physical requirements--height 5'7", weight 135 lbs., vision 20/30 in one eye, 20/40 in the other eye; must swim 50 yards in no longer than 35 seconds. Candidates must also submit a passport-size photo and a health certificate after passing qualifying tests.

For further information, call the 54th Street pool at 758-3147.

-30-

12/8/69

#112

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx
755-4100. For Queens, Staten Island and Brooklyn -691-5858.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Joy Barnes 360-8141

QUEENS ZOO-AVIARY PEDESTRIAN
BRIDGE SELECTED FOR AWARD

The oft-trod Queens Zoo-Aviary Pedestrian Bridge in Flushing Meadows-Corona Park has been selected as the prize bridge in the 1969 American Institute of Steel Construction (AISC) Prize Bridge Competition. August Heckscher, Parks, Recreation and Cultural Affairs Administrator, will accept the AISC award in behalf of PRCA at ceremonies at the bridge site on Friday, December 12th, at 11:30 A. M.

The award-winning walkway, opened in 1968, was designed by Clark & Rapuano, consulting engineers, and built by the Triborough Bridge and Tunnel Authority.

Sidney Leviss, Queens Borough President, William J. Ronan, Chairman of the Metropolitan Transportation Authority, and Robert Moses, Consultant to TETA, will be present at the award presentation ceremony. Samuel H. Marcus, Regional Engineer of AISC, will present the plaque to Administrator Heckscher. The plaque will be permanently affixed to the bridge.

-30-

12/10/69

#113

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

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City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

FOR RELEASE MONDAY DEC. 15

For Further Information:

Mary Thomas - 360-8141

NEW YORKERS ARE INVITED TO "JOIN THE FUN" NEW YEAR'S EVE IN
CENTRAL PARK TO WELCOME IN 1970

August Heckscher, Administrator of Parks, Recreation and Cultural Affairs, and Mayor John V. Lindsay extend an open invitation to all New Yorkers to "Join The Fun" at a New Year's Eve party in Central Park.

Sponsored by The Canada Dry Corporation in cooperation with PRCA-- neither rain, snow, sleet or hail will halt the color festivities that will take place at the Bethesda Fountain, 72nd Street on the evening of December 31st.

For PRCA's third annual New Year's Eve celebration, the Fountain, decorated with strings of red and yellow lights, large red and orange weather balloons, and banners and streamers of silver milar, will be transformed into a living theatre where a wide variety of continuous musical and dramatic entertainment will revolve emceed by Tony Lawrence of the Harlem Cultural Council.

The celebration will swing into action at 11:00 P.M. when a procession by the Moonbeams, a group of artists and dancers from the School of Visual Arts costumed in both Futuristic and Renaissance dress, begin descending the stairs doing their "thing" under the direction of Barry Cohen and Marilyn Wood. Everyone can "dance along" with them, if they wish.

At 11:30 P.M., the spotlight is turned on a playlet by poet Kenneth Koch who has written special material to be played out by the Pickwick Puppets-- giant puppet figures descending on the fountain area from various directions under the guise of the evil spirits of the Sixties--they are skyrocketed to the moon via a helium-inflated "space ship". Upon their return to earth via a

more

symbolic moon, the evil spirits have been transformed into the "good guys" ready to tackle the year 1970.

During all this, try getting involved in Interactive Environment--what's that? That is a creation of artist Marvin Torffield's, called "soft spaces," in which light and steam are fused into illusionary architecture--you'll be able to walk right through it.

About 11:45 P.M. Commissioner Heckscher and Mayor Lindsay will have warm welcoming words to say to the celebrants.

Shortly before midnight, a spectacular display of fireworks, preceded by a countdown, will burst in the sky to greet the New Year. Better not miss this scene, it's the only time of the year fireworks can be seen in New York.

It's not over yet--at 12:10 A.M. enormous plastic inflatables made up in a variety of shapes and forms and designed by the sculptor, Kip Coburn, will be released and soar up and over all present along with a huge 90-foot red and white striped hot-air balloon created by Yukihiisa Isobe.

Thirsty, hungry, or both, a variety of hot and cold drinks and bratwurst and marshmallows supplied by Restaurant Associates, will be sold from kiosks festooned with blue lights.

Arrangements for this gala celebration are being made by Karin Bacon, Festival Coordinator for the Department of Cultural Affairs under the direction of Doris Freedman, Director of the Department of Cultural Affairs.

Central Park will be closed to traffic at 10:00 P.M. and extra squads of policemen will be on duty. It is requested that the public enter the park at 72nd Street, either from the East or West side.

So come on over and turn on until 1:00 A.M. Drink, dance and be merry--it's your party and your park.

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release
FOR RELEASE MONDAY DEC. 15
For Further Information:
Mary Thomas - 3608141

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August Heckscher, Administrator

for release

UPON RECEIPT
For Further Information:
Janice Brophy -360-8141

PRCA PUBLISHES NEW BOOKLET
"SPACES FOR THE PERFORMING ARTS"

Performing arts groups in New York in search of meeting places and facilities will be interested in a new booklet, "Spaces for the Performing Arts," just published by the New York City Parks, Recreation and Cultural Affairs Administration's Department of Cultural Affairs.

The booklet, the first of its kind in New York, lists 350 auditoriums, exhibition halls, meeting places, and even ballrooms in buildings throughout the five boroughs available to cultural groups for dance and dramatic performances, rehearsals, art exhibits, and fund raising.

Churches, recreation centers, museums, universities, cultural institutes, union buildings and libraries are some of the kinds of buildings included in "Spaces for the Performing Arts." Other sources tapped by PRCA's Department of Cultural Affairs include private non-profit organizations, art galleries, and theaters.

The booklet is divided into five sections, one for each borough, and each listing contains the name of the organization, address, telephone number, person to contact, stage equipment, rental fees and food facilities.

"Spaces for the Performing Arts" is free, sponsored by PRCA's Department of Cultural Affairs. Copies are available by writing to: Department of Cultural Affairs c/o Performing Arts Booklet, The Arsenal, 830 Fifth Avenue, New York, N. Y. 10021.

For further information, please call 360-8215.

-30-

12/15/69

#115

FOR DAILY RECORDING ON PARK EVENTS: in Manhattan and Bronx
755-4100. For Queens, Staten Island and Brooklyn - 691-5858.

City of New York
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830 Fifth Avenue, Central Park 10021

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Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For further information:
Janice Brophy - 360-8141

**LINDSAY LIGHTS CHRISTMAS TREE
OFFICIALLY OPENING HOLIDAY SEASON**

Initiating and illuminating New York's Christmas season, Mayor Lindsay will light City Hall's Christmas tree Thursday (December 18th) at 4:30 p.m. in City Hall Park.

The 60-foot high evergreen in front of City Hall glimmers with 450 blue, green and white lights, large red balls, shimmering mirrors and 35 hand-decorated silver globes. The globes were decorated with colored tape, sequins and paper disks by 12 primary school children in the New York City Creative Arts Workshop at the Alfred E. Smith Recreation Center, 80 Catherine Street, Manhattan. The program is sponsored by the New York City Parks, Recreation and Cultural Affairs Administration.

City Hall's tree is one of 44 Christmas trees put up throughout the five boroughs by PRCA. The trees were selected by a PRCA representative and shipped here from the Lake Placid area. They range in size from 20 feet to 60 feet and decorate borough halls and city buildings in the five boroughs.

Official lighting ceremonies will also take place in the Bronx, Brooklyn, Queens and Staten Island. The schedule is as follows: Bronx, Joyce Kilmer Park, Thursday (December 18th), 4:30 p.m.; Brooklyn Borough Hall, Thursday (December 18th), 5 p.m.; Queens Borough Hall, Wednesday (December 17th), 4 p.m.; Staten Island Borough Hall, Thursday (December 18th), 5 p.m.

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#116

12/15/69

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For further information:
Janice Brophy - 330-8141

Mayor John V. Lindsay and Parks, Recreation and Cultural Affairs
Administrator August Heckscher stand on City Hall's steps and throw the
switch to light the 60-foot high City Hall Christmas tree, officially opening
New York City's Christmas season.

- 30 -

12/19/69

#117

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

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- 30 -

12/19/39

#117

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For further information:
Janice Brophy - 360-8141

City Hall's 60-foot high balsam fir Christmas tree, erected in City Hall Park by New York City's Parks, Recreation and Cultural Affairs Administration, glistens with 450 blue, green and white lights, red and silver globes and mirrors after official lighting ceremony on City Hall steps, attended by Mayor John V. Lindsay and PRCA Administrator August Heckscher.

- 30 -

12/19/69

#118

City of New York
Parks, Recreation and
Cultural Affairs Administration
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- 30 -

12/19/69

#118

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT
For further information:
Janice Brophy - 360-3141

Mayor John V. Lindsay officially ushers in New York City's Christmas season on City Hall steps at Christmas tree lighting ceremony, while 275 blue-robed members of the All City High School Chorus, who participated in the program, listen attentively. Parks, Recreation and Cultural Affairs Administrator August Heckscher presided over the event.

- 30 -

12/19/69

#119

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

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12/19/69

#119

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

For further information:

Mary Thomas - 360-3141

TO: ASSIGNMENT AND PHOTO EDITORS

DATE: December 31, 1969

TIME: 11 p.m. thru 1 a.m.

PLACE: NEW YEAR'S EVE PARTY IN CENTRAL PARK

DETAILS: August Heckscher, Administrator of Parks, Recreation and Cultural Affairs, and Mayor John V. Lindsay extend an open invitation to all New Yorkers to "Join The Fun" at a New Year's Eve party in Central Park sponsored by The Canada Dry Corporation in cooperation with PR CA.

Neither rain, snow, hail or sleet will deter the sparkling festivities which get underway at the Bethesda Fountain, 72nd Street, on December 31 at 11 p.m. Thousands of colorful lights and balloons, silver streamers and banners will garland the Fountain, transforming the area into a living theater where a continuous variety of musical and dramatic entertainment takes place. Costumed dancers will do their "thing" to the exciting beat of a rock orchestra and the public is invited to join them. Giant puppets garbed as the evil spirits of the Sixties will skyrocket to the moon via a helium-inflated "space ship" and they'll return as the "good guys" of the Seventies. Shortly before midnight, fireworks will dazzle

more

- 2 -

celebrants with exciting bursts of flame and light; and later, inflated plastic figures will soar into the night air along with a huge 90-foot red and white balloon.

Restaurant Associates will be on hand to vend hot drinks, cold beverages, bratwurst and marshmallows. Central Park will be closed to traffic at 10 p. m. and extra squads of police will be on duty. The public is requested to enter the park at 72nd Street, either from the east or west side.

P.S. Press Headquarters will be located at the 72nd Street Boathouse.

- 30 -

12/30/69

#120

City of New York
Parks, Recreation and
Cultural Affairs Administration
830 Fifth Avenue, Central Park 10021

August Heckscher, Administrator

for release

UPON RECEIPT

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12/30/39

#120