



FOR IMMEDIATE RELEASE

Annual Jackie Robinson Day Celebration on April 15th, 2016 brings out NEW Crowd of Participants

PHILADELPHIA, PA (April 11, 2016) The Business Association of West Parkside, in partnership with 900AM-WURD, presents their annual Jackie Robinson Day Ceremony on Friday, April 15th from 1pm – 3pm, at the Philadelphia Stars Negro League Memorial Park. The park is located at the intersection of Belmont and Parkside Avenues.

The purpose of the event is to honor and celebrate the legacy of Jackie Robinson, the Philadelphia Stars, and Negro League Baseball in Philadelphia and West Parkside. If there is rain the event will be moved into Discovery Charter School, directly behind the Park at 4700 Parkside Avenue.

A new event partner for this year's celebration, 900AM-WURD will broadcast the entire event live. WURD's Brother Shomari, host of "The Shomari Show," will guide listeners through the festivities over the airwaves, and several more of the station's on-air personalities will be on hand to mingle with the crowd and participate in the day's events.

As in previous years, we will be welcoming students from local schools for a Ball Park lunch, some Baseball history, and to join in the commemoration ceremony at 1pm. This year we will be having special guests the Philly Phanatic, Gary Matthews "Sarge", and Ron Whittington as Jackie Robinson. There will also be a local high school performance with songs from Jackie Robinson's era. This event is free and open to the public.

This year's event will also feature the re-dedication of the Jackie Robinson mural, which was originally created in 1997 and has since become an iconic mural in the City of Philadelphia Mural Arts Program's collection. In 2015, Mural Arts restored the beautiful and historic mural, and is thrilled to be re-dedicating the work as a part of this year's Jackie Robinson Day celebration. Mural Arts' executive director Jane Golden and artist David McShane will take part in the day's festivities.

The Philadelphia Stars Negro League Memorial Parks is built on the historic site of the ballpark which hosted the Philadelphia Stars as well as the Negro League World Series games from the 1920s – 1940s, and came to be known, by its location, as 44th and Parkside Ballpark. The Memorial Park, a true celebration of business, community, and government collaboration was envisioned by the Business Association of West Parkside and realized through the efforts of the BAWP Board, City of Philadelphia, Major League Baseball, the Philadelphia Phillies, Parkside Association of Philadelphia, the Philadelphia Building & Construction Trade Council (AFL-CIO) and a coalition of local and state organizations and individuals. Now, annually on April, 15th, the Business Association hosts a commemoration ceremony for Jackie Robinson.

This year's sponsors include 900AM-WURD, Brown's Family ShopRite, The City of Philadelphia Mural Arts Program, the Philadelphia Phillies, Herr's, Dietz & Watson, Amoroso's and Coca-Cola.



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About 900AM-WURD

900AM-WURD is the only African-American owned and operated talk radio station in the Commonwealth of Pennsylvania (and one of the few in the country). WURD serves as the heartbeat of the African-American urban market, providing information and solutions that educate, uplift and inspire the heart and soul of Philadelphia. WURD is committed to tackling the hard issues and is highly regarded as an influential, respected and powerful voice in the community.

About The City of Philadelphia Mural Arts Program (Mural Arts) is the nation's largest public art program, dedicated to the belief that art ignites change. For 30 years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural-making, to create art that transforms public spaces and individual lives. Mural Arts engages communities in 50–100 public art projects each year, and maintains its growing collection through a restoration initiative. Core Mural Arts programs such as Art Education, Restorative Justice, and Porch Light yield unique, project-based learning opportunities for thousands of youth and adults. Each year, 12,000 residents and visitors tour Mural Arts' outdoor art gallery, which has become part of the city's civic landscape and a source of pride and inspiration, earning Philadelphia international recognition as the "City of Murals." For further information, call [215-685-0750](tel:215-685-0750) or visit muralarts.org. Follow along on social media: @muralarts on [Twitter](https://twitter.com/muralarts) and [Instagram](https://www.instagram.com/muralarts), phillymuralarts on [YouTube](https://www.youtube.com/muralarts), and MuralArtsPhiladelphia on [Facebook](https://www.facebook.com/muralarts).