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## For Immediate Release

### Riverbend Hits Record Breaking Numbers at Shiverfest

**Gladwyne, PA (October 15th, 2012)** – On Saturday, October 13<sup>th</sup>, Riverbend Environmental Education Center, with presenting sponsor PECO, hosted their 5<sup>th</sup> annual Shiverfest family event. From 4:00-9:00 pm families visited Riverbend's tucked away location at 1950 Spring Mill Road to participate in various family fun events for the fall. This year Riverbend shattered its previous attendance record and welcomed an estimated 80% increase of families from 2011. Each year Riverbend strives to improve and reinvent aspects of Shiverfest to ensure that families have an enjoyable experience. This year, thanks to presenting sponsor PECO and lead sponsorship from the Philadelphia Eagles and Waverly Custom Homes, LLC, they added new entertainment activities such as pony rides and a petting zoo and continued to have favorites like a Reptile Show, Moon Bounce, Ghost stories and the Haunted Trail. Because of the support from sponsors, staff, volunteers, and patrons; **Shiverfest** has become Riverbend's largest annual fundraising event.

Dedicated volunteer efforts for Shiverfest are crucial to being able to host such a large fall festival. Riverbend relies on the generosity and organization of these volunteers to host a successful event. Of note, Riverbend welcomed back Jake Cohen, a junior at the Haverford School, as the volunteer creative director of the Haunted Trail. Jake utilizes his creative and theatrical talents to develop the haunted theme and bring it to life. This impressive volunteer effort includes gathering fellow student volunteers and orchestrating the costumes, make up and skits along the path. In addition, Tim Cox, Executive Director of the Magellan Group, has committed his time and creativity to creating the Halloween ambiance throughout Riverbend's property. His vision is brought to life through props such as the fog machine, strobe lighting and torches along the path. Tim and Jake, along with countless others, work hard to create a fun and entertaining evening for local families.

Proceeds from **Shiverfest** support Riverbend's purpose to "Grow Greener Children" by increasing a child's knowledge about the natural world and inspiring responsible environmental behavior. Located on thirty acres of open space, Riverbend offers a full slate of environmental education programs including school field trips, exploration camp, public programs, after school care programs and special events.

For more information about Riverbend, please contact Lisa Matthews, Development and Communications Associate at 610.527.5234 x104 or via email at [lmatthews@riverbendec.org](mailto:lmatthews@riverbendec.org).

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