

Well-Informed

Pottstown Area Health & Wellness Foundation | Community Benefit Report | Spring / Summer 2016



Have **FUN** and be **ACTIVE** in Pottstown this **SUMMER!**

Turn off the TV, put down your smartphones and get up and moving over the summer! Regular physical activity is a crucial component of a healthy lifestyle and the Pottstown area offers a plethora of active living opportunities for you and your family and friends to enjoy! In this issue, we profile three grantees who provide fun and creative ways to embrace a healthy, active lifestyle during the warm summer months.

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**POTTSTOWN AREA
Health & Wellness
FOUNDATION**
Promoting Healthy Living

a message from our president



One of the most important components of a healthy lifestyle is experiencing regular physical activity. In this issue, we've highlighted three grantees who offer unique opportunities for life-long activity in the region. There's nothing better for your body than regular movement paired with a healthy, balanced diet.

In Pottstown, there are an abundance of fun and creative active living opportunities available especially as the warm spring and summer months approach. Some are new to the area, such as the Pottstown Farm and Artisan Regional Market (FARM). Others are former traditions brought back to the region such as the Pottstown Bike Race which returns to the Borough in July.

The race is a continuation of a tradition but also reinforces cycling as a life-long sport. Anyone, regardless of age, can enjoy it. The Foundation champions cycling initiatives in the Pottstown area, funding programs such as Bike Pottstown, the Trilogy Park BMX Track in addition to sponsoring the Pottstown Bike Race to encourage the community to reap the benefits of cycling and incorporate something new into their daily fitness routines. As the saying goes, it's as easy as riding a bike! Another unique option new to the area is badminton. A fun, family sport that is now accessible for regular play in Pottstown. Badminton is not only easy to learn, but has great aerobic benefits too.

On a smaller scale, low-impact activities such as walking along the Schuylkill River Trail or playing a round of mini golf at Manatawny Green are fun options to consider. Also, don't forget the weekly Mercury Miles courtesy of the Pottstown Mercury's Fit 4 Life initiative. Every Wednesday at noon, take a break from the office and get some fresh air with a lunchtime, mile walk around town with fellow community members.

As we continue to strive towards making healthier choices, it doesn't matter what type of physical activity you decide to partake in, but the effort you put forth. Try something new and out of your comfort zone for the fun of it — you never know what might stick!

David W. Kraybill, President

Are You Ready? It's Time to On Your Park, Get Set, Go!®

On your mark and get set...the 3rd annual On Your Park, Get Set, Go!® contest is almost here!

Back by popular demand, this year's competition, spanning from July 1 through 31 and sponsored by the Pottstown Area Health & Wellness Foundation, features 12 local parks vying for up to \$10,000 in grant funds for recreational park improvements — but they need YOUR help!

As a municipal or township resident, sign up to compete in this interactive contest that will have you pledge your support to your favorite park and its competitors in the form of traditional and online votes! The best part? Not only will you demonstrate your enthusiasm for enhancing one of the best natural treasures our community has to offer, but you could be a selected winner for one of many cool prizes, including a bike or Fitbit, during its four-week span!

For eligible participants (must be 14 years old to accept the challenge), early online registration is available at www.pottstownfoundation.org through June 20th. Ticket packages will be mailed to an entrant's home address. Effective June 21st, all interested registrants are able to pick up ticket packages at a participating park's municipal building. All are welcome to submit votes via "selfies" uploaded to the [Mission Healthy Living Facebook page](#) taken while exploring the parks. You may post one selfie, per person, per day.

To learn more about the contest, contact Ashley Pultorak, Program Officer: Capacity Building, Collaborations and New Projects, at apultorak@pottstownfoundation.org or Skye Tulio, Communications Assistant, at stulio@pottstownfoundation.org. Be sure to visit the [Mission Healthy Living Facebook page](#) for the latest updates and a real-time voting tally on the hottest, and most physically fit, contest of the Tri-County Area!



Grow a Garden and Hit Pay Dirt!

How does your garden grow, residents of the Borough of Pottstown and the Borough of Boyertown?

MOSAIC Community Land Trust wants to know!

MOSAIC Community Land Trust, in collaboration with **Building a Better Boyertown** and sponsored by the **Pottstown Area Health & Wellness Foundation**, is pleased to invite new and experienced gardeners to participate in the 4th annual Home Garden Contest. With a total of seven categories ranging from entry-level to advanced that could earn winners up to \$200 in cash, MOSAIC encourages one and all within either borough to grab a shovel and let their garden grow!

Don't miss out on the opportunity to beautify your area, enjoy the added benefits of gardening (growing healthy veggies + exercise = a winning combination), get to know your neighbors, AND win a prize in the process! Act now, registration closes on Friday, June 17th at 5:00 p.m.!

To register online today, or to learn more information about the contest, please visit HomeGardenContest.com.



Further inquiries about the competition can be directed to:

Pottstown:
Laura Washington
Cell: (484) 300-2410
Email: wash5000@msn.com

Boyertown:
Gretchen Lea
Cell: (610) 716-2162
Email: glea316@comcast.net



Have FUN and Be ACTIVE in Pottstown this SUMMER Manatawny Green Mini-Golf Course

71 W. High Street, Pottstown, Pa 19464

If you love mini-golf, then **Manatawny Green** is the place for you! What was once an industrial area is now a green space and recreational facility of the Borough of Pottstown, complementing its neighbor, the Carousel at Pottstown.

"There was formerly a weld shop and warehouse combination there that was developed into a green, open space through a grant from the Pottstown Area Health & Wellness Foundation," said Michael Lenhart, Borough of Pottstown Parks and Recreation Director. "The carousel is the old weld shop and the pad right in front of the concession stand is actually the original foundation pad for the warehouse."

The facility was originally envisioned as a part of the Memorial Park footprint, according to Lenhart.

"Things changed over time and eventually the Borough saw an opportunity to put Manatawny Green across the street and it made a little more sense there," Lenhart said.

Opened in 2014, Manatawny Green is home to an 18-hole course that is ADA accessible. Currently in its third season, the destination is open for business in the spring and summer, Tuesdays-Sundays from 11 a.m. - 9 p.m.

The facility also features a concession stand that offers specialty hot dogs, Nelson's ice cream and an assortment of other items such as nachos, soft pretzels, milkshakes and soda floats.

"The concessions are what we've seen the biggest growth in recently and that's because of the new additions to the menu," Lenhart said. "We expanded our hot dog selection because The Very Best closed and we saw a hole in Pottstown with that being gone that we thought we could fill."

Cathy Knapper, the facility's manager, also serves as the chef and does a lot of

marketing for Manatawny Green, according to Lenhart. Knapper was especially busy prior to the current season, creating several new hot dog combinations to incorporate into the growing menu.

"We had hot dogs last year but they were just Plain Jane hot dogs, now they're more elaborate," Lenhart said. "What we have now is spectacular — it's the kind of thing you would expect at a food truck rally and those are all Cathy's recipes."



The facility also features a fundraising initiative that has provided opportunities to build partnerships, according to Lenhart. Its upcoming School's Out Tournament will be held on Saturday, June 18, for kids ages seven and under and eight through 12.

"This will be our third year hosting the tournament," Lenhart said. "We had some bad luck with weather in the past, but we're really getting the handle on the

Manatawny Green is not just a destination, but it also affords an opportunity for groups to collaborate which is better for the future of the town.

best way to run a tournament for youth so that's what the current structure shows."

Manatawny Green is a positive addition to the community for more reasons than one, says Lenhart.

"It has greened that space and is now an in-town destination used by Pottstownians, but it's also something that brings people in," Lenhart said.

The facility has also fostered collaboration with the **TRec District**, as well as its partners invested in the immediate area such as The Carousel, The Schuylkill River Heritage Association, Pottsgrove Manor and The Colebrookdale Railroad.

"Manatawny Green is not just a destination, but it also affords an opportunity for groups to collaborate which is better for the future of the town," Lenhart said. "It's very accessible and low-cost entertainment that you can take a bus or walk to."



Have FUN and Be ACTIVE in Pottstown this SUMMER Smashville Badminton

310 E. High Street, 3rd Floor, Pottstown, Pa 19464

Smashville is the only dedicated badminton center in Pennsylvania, here in Pottstown! Opened in March 2016, its name encompasses two elements of the sport — the excitement of the game and the sense of community it brings, according to Smashville's Dr. Eric Miller.

"I wanted something that portrayed the imagery of the fast smash right up front because that's one of the most exciting parts of the game," Miller said. "The smash is when you hit a high shot going down and it's very fast — it can go up to over 200 miles per hour in top tournament play."

The "ville" of Smashville represents the community of the sport.

"We also wanted to convey a sense of community and a place where people could get together," Miller said. "Where families could play because, before us, there really were very few options for kids to play badminton with some having to travel to New Jersey to train."

One of Smashville's main objectives is to be a community organization and to build a community around the badminton center...

Miller coded a program so the center can keep track of the areas its patrons travel from in order to gauge its reach.

"If you're a new player, we require some information," Miller said. "In particular, the zip codes, so that we know where people are coming from and we can say how many people are from the Pottstown area and other areas."

Smashville welcomes Pottstown residents and those who live outside the Borough. Some have even traveled from Lancaster, West Chester, Malvern, Reading, Phoenixville and Chester Springs to play at the center.

"We're still building the Pottstown clientele and trying to get that to catch on a little more," Miller said. "We host Saturday family fun sessions, every other Saturday, which are free for Pottstown area kids, free for Smashville members and \$7 for non-member walk-ins," Miller said.

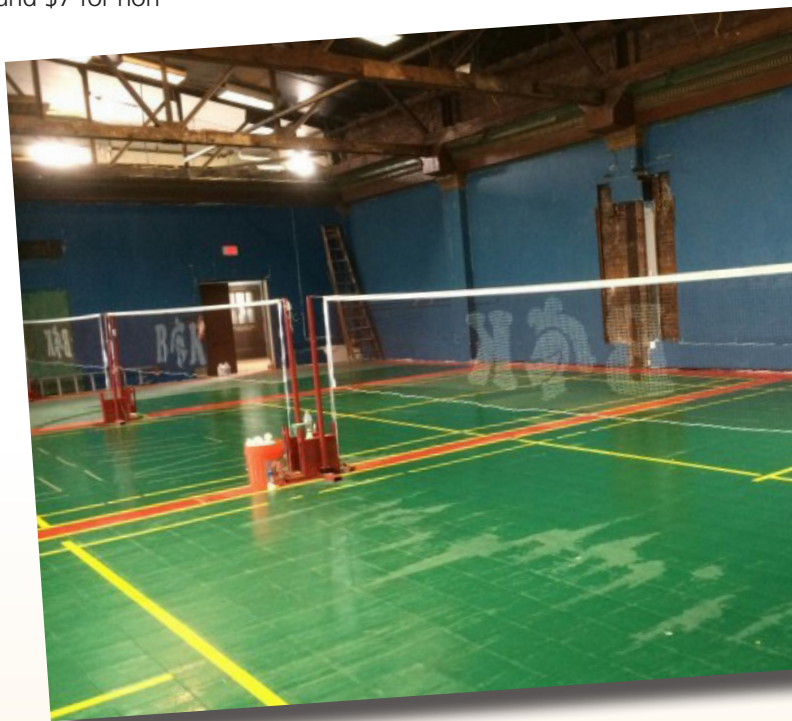
Smashville also offers lessons and all kinds of training which are free for Pottstown kids through a grant from the Pottstown Area Health & Wellness Foundation, according to Miller. One special connection to Pottstown is Floyd Wilkins, a man who rose out of homelessness with the help of the community and by volunteering at Smashville during the construction process.

"He's our connection to the streets and to the neighborhoods," Miller said. "He's spreading the word and is kind of like our unofficial director of outreach. Right now, the construction is pretty much over, but we did teach him to string racquets and he comes in periodically. He's picked up the game, so he plays badminton with the players, strings the racquets when people break a string and helps get the word out on the street about us — a lot of kids have come in through Floyd."

One of Smashville's main objectives is to be a community organization and to build a community around the badminton center

says Miller. The sport offers several health benefits that many may not correlate with badminton such as helping to improve lung function, increase bone density, decrease the risk of diabetes, improve metabolism rates, help with hypertension and achieving optimum heart function, etc.

For those interested in trying badminton, Miller urges the ease of mastering the sport.



"In tennis you really need a fair amount of practice and training to sustain a rally of more than four or five shots," Miller said. "In badminton, a novice can come out at a very beginner level and can get a rally going of four or five shots without too much difficulty. That becomes self-motivating because once you get a nice rally like that going and the bird starts to pick up pace, then you start to get a feel for it and have fun."



Meet Howard Brown



The Foundation welcomed Howard Brown, program officer for schools, active learning and community development, to its team in April 2016. A Pottstown native, Brown comes to the Foundation from Social Solutions Global Inc., a company which specializes in nonprofit consulting and software for impact measurement. Prior to that, Brown played professional basketball internationally for organizations based in 19 cities and seven countries. He is a graduate of Villanova University and holds a Bachelor of Science in business administration. Brown is currently

working towards his master's degree in international business from the University of London External Programmes.

At the Foundation, he is responsible for managing the grants process for education and family engagement grantees with a focus on active learning and community development.

"I'm most looking forward to helping to continue the Foundation's great progress in championing healthy communities and healthy schools and promoting the development of the Pottstown area as a whole," Brown said.

For as long as he can remember, Brown has been driven to give back. He created The Howard Brown Athletic Scholarship Fund, a scholarship program that awards stellar student-athletes attending college, at his alma mater, Pottstown High School, where he led the Trojans to their one and only PIAA basketball championship in 1993. Brown continued on to Villanova University, creating the fund when he graduated in 1999 to give back to kids in the community he grew up in.

His hobbies include hanging out with family and working in whatever basketball that he

can. Brown serves as a Board member for the Pottstown Foundation for Education and is the founder of Live the Dream Foundation, a non-profit corporation that provides mentoring programs, scholarships and community events in Pottstown.

To support his own health and wellness, Brown has strived to adopt Ida Keeling's secret to longevity — "Eat for nutrition, not for the taste." Keeling, at 100-years old, broke the record for the 100-yard dash for her age group (80 years and older) at the 122nd Penn Relays this past April.

"I'm really trying to adopt her (Keeling's) method," Brown said. "I think a lot of things to do with health and wellness is maintaining a positive outlook and being mentally free from stress— keeping my brain active."

To others seeking to lead a healthier lifestyle, Brown's advice is to get out there and try.

"Just start and know that we're life-long learners in everything we do," Brown said. "There'll be ups and downs, but start with one thing— the way you're eating, your nutrition, and try to be as active as possible."

Meet Craig Colistra



In February 2016, Craig Colistra joined the Foundation staff as program officer for recreation and health. Colistra is no stranger to parks and recreation, holding a Ph.D. in parks, recreation and tourism management from Clemson University.

Colistra is responsible for managing the grants process for recreation and park grantees, the Pennsylvania Department of Conservation and Natural Resources capital grants program and circuit rider programs. He will be instrumental in reviewing new requests for projects related to the Borough and township parks as well as collaboratives such as Pottstown Area Regional

Recreation Committee (PARRC) and The Colebrookdale Railroad.

"I'm most looking forward to making a difference in the Pottstown area, using what I've learned through my previous experiences in community recreation and through my education to make the Pottstown area a healthier place to live," Colistra said. "Additionally, collaborating with the local organizations and agencies to achieve that."

Colistra's passion for parks and recreation came about during one of his first positions in the field where he served as an AmeriCorps Vista volunteer, providing technical assistance to a region in the Eastern panhandle of West Virginia.

"Seeing how communities could get together and make a difference really inspired me to continue my education in parks and recreation," Colistra. "I went and got my Ph.D. from Clemson University and it really allowed me to focus on recreation and what I was really passionate about — community development, building relationships and social capital in community recreation settings."

In his spare time, Colistra enjoys spending time with his family and chasing after his sons Michael, four, and Leo, two.

"I enjoy playing with my sons in the backyard and watching them grow and develop," Colistra said. "Also, introducing them to local parks and recreation opportunities such as hiking."

To support his own health and wellness, Colistra enjoys cooking and walking to stay active.

"Cooking and learning about food has really helped me lead a healthier life," Colistra said. "I love to walk—it's my favorite mode of transportation, so I'm always looking for opportunities to walk rather than drive."

Colistra says the first steps to leading a healthier lifestyle are figuring out what you like to do, starting small and building from there.

"Do a little self-reflection—what are your interests, what do you have time for?" Colistra said. "There are so many things to do in this area, so many recreation opportunities, that there's really something for everyone."



Have FUN and Be ACTIVE in Pottstown this SUMMER Pottstown Bike Race

Registration at the corner of High and Charlotte Streets

On Sunday, July 10, from 12 - 8 p.m., the Pottstown Bike Race will return to the area after a 10-year hiatus. Race Co-Director Dawn Gulick reflected on the history of the event and the decision to bring it back to Pottstown.

"From a historical perspective, this race went on for about 10 years and it started in the Circle of Progress," Gulick said. "As it got bigger and bigger, we sought more sponsorships and the push was to bring it downtown, so we did and it did very well. It continued to grow and then a series of events happened that kind of just had it stop."

This time last year, Gulick discussed the possibility of bringing back the race with local attorney Kenn Picardi who had first brought the idea to former Borough Councilman Art Green before contacting Gulick.

"Kenn and I chatted, but at this point, when you're trying to plan a race in April or May for an upcoming year it's way too late," Gulick said. "We started to get the ball rolling again in late fall 2015 and went to some sponsors including Sly Fox."

Gulick said Sly Fox suggested moving the race downtown and one thing led to another and the race location was moved. Sly Fox, along with Bikesport & Oehlert Bros. Inc., are the three premier sponsors of the bike race.

"It's a great cause and I think that it's going to feature Pottstown in a wonderful light," Gulick said.

The race is being hosted by RipTide-Cawes Cycling team. All riders who are participating in the race must have a U.S. Cycling Federation license.

"They'll (RipTide-Cawes) be taking care of all the logistics," Gulick said. "They're also going to be taking care of the registration end, getting the races staged

and handling everything that goes with making it a safe course."

Gulick's daughter, Colleen, is co-director of the bike race and will also be riding as a part of the RipTide-Cawes Cycling team.

it's the same loop."

The race will feature a \$3,500 prize list plus premes.

"A preme is basically a prize for a given lap, so riders in this event are racing for



Colleen Gulick holding a Pottstown Bike Race poster and standing with homemade police barricades that will be used during the race.

C. Gulick is a three-time track national champion and was named U23 Rider of the Year in 2012.

The race is a Criterium bike race which is a short circuit usually somewhere between a kilometer and a mile loop, according to Gulick. It will feature eight categories from amateur to pro as well as a free kids' race.

"When you hear about the bike race down in Philly that's a 15-mile loop, that's a road race," Gulick said. "If you watch that race you might see those riders come back six or eight times. Here you're going to see the riders go by literally hundreds of times—

places," Gulick said. "For example, in one event, they're racing for \$300 and five places will get paid, so that \$300 will be

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(continued on page 7)



feature story

Pottstown Bike Race continued

distributed across five places.”

Gulick explained that only riders who place in the top five for that particular category will split the \$300 cash prize. But riders who do not can still get something out of the day by sprinting for a preme.

The bike race will also feature a free kids’ race and the first 150 kids to register will receive a free bike helmet. The kids will also learn about bike safety and receive a healthy boxed lunch.

“It is a great, healthy event coming to town in a society where obesity is rampant,” Gulick said. “Cycling is a life-long sport that is wonderfully healthy. Anyone can cycle at any age and you don’t need a \$10,000 bike to do it.”

Gulick also stated the event will benefit Pottstown’s revitalization efforts as 400 riders are expected to participate on race day with the hope of 1,000 spectators.

“Pottstown wants to become a revitalized town and with that takes exposure and businesses that revitalize the

town,” Gulick said. “We’ve gone to the local businesses and a number of the restaurants are going to be open on race day. I don’t want to bring in vendors — we’re here, eat with the people that live and work here.”

Grumpy’s Handcarved Sandwiches and The Brick House will be open and there will be a Sly Fox beer garden as well as a preview of a new restaurant coming to the Pottstown area.

“Azie’s is going to provide food in the beer garden,” Gulick said. “They won’t be open yet, but they’re going to premiere their restaurant’s food at the bike race, so the town will have a preview of what they’re going to be able to get there in the next few months.”

The business community is excited about the bike race returning to the community. Local businesses and organizations such as Pottstown Memorial Medical Center, Glocker & Co. Inc. Realtors, the YWCA, etc. will also have information booths at the event.

“We’re going to put some tables over at the clock tower where we’re going to have registration so businesses can give out information and explain what they’re all about,” Gulick said. “We want to make sure that people get that exposure.”

The amateur races are scheduled to begin at noon, with the kids’ race beginning around 5:30 p.m., followed by the pro races immediately after, according to Gulick.

“I do realize that for some people this is going to be a little bit of an inconvenience, having to move their car or for those that live inside the course and we will make arrangements for them and communicate accordingly,” Gulick said. “We just hope that people of Pottstown will see the bigger picture and the good that it brings to the town — it’s a healthy, safe event that anybody can be a part of.”



Visit Mission Healthy Living for a listing of the latest health and wellness events in the area and other FREE healthy living resources!

Have an upcoming event that pertains to health and wellness you would like listed on our site? Send event details to Skye Tulio at stulio@pottstownfoundation.org for approval.



HEALTH & WELLNESS PROVIDERS: List your services on our Tri-county HealthLinks website. It’s a free health & wellness directory serving people in Montgomery, Chester and Berks counties and is completely **FREE!**

Visit TricountyHealthLinks.org to create a profile today! It’s quick, easy and a great way to connect with more people who want or need your services. Let the Tri-County Area know your doors are open to them!



Save the Date

What: 2016 Healthy Bodies Healthy Minds Institute

When: August 16 & 17, 2016

Where: Pottstown Middle School
600 N. Franklin St.
Pottstown, Pa 19464



Healthy Bodies Healthy Minds Institute



@HBHMInstitute

Contact Danielle Stong at intern@pottstownfoundation.org or 610-323-2006 ext. 28. Register at www.pottstownfoundation.org

Spring 2016 Grant Round

The Foundation seeks grant proposals that are consistent with our identified mission of improving health outcomes in the Pottstown region. Within our mission, we have established priorities for which our grants are required to serve.

The spring 2016 grant round includes 41 grants, totaling \$1,755,755 awarded to non-profit organizations, schools, and municipalities. These grants are funded according to the following priorities:

PRIORITY #1: Promoting Healthy Behaviors - General

There were no requests for Priority #1 during this grant round.

PRIORITY #1A: Promoting healthy living through nutrition, activities and programs in public and private schools to reduce obesity and encourage healthy living (16 grants were awarded totaling \$813,020).

Boyertown Area School District: Bike Pottstown Shelter at Manatawny Green

Brookeside Montessori: B Well

Coventry Christian School: Events Center Expansion

Coventry Christian School: Project Purpose

Daniel Boone Area School District: Healthy for a Lifetime Program

Falkner Swamp Nursery School, Inc.: Child Development Health and Wellness Initiative

Owen J. Roberts School District: Fit for Life

Perkiomen Valley School District: Perkiomen Valley Vikings Vitality Program

Pottsgrove School District: Student Resiliency - Part II

Pottstown School District: Healthy School Communities Initiative

Pottstown School District: PEAK Health and Wellness Initiative

Spring-Ford Area School District: Wellness Matters 2016-17

St. Aloysius Parish School: Health in Mind, Body, and Spirit

The Blazer Foundation: Amity Elementary Center Nature Initiative

The Wyndcroft School: Health for Life

West-Mont Christian Academy: Healthy Minds, Healthy Bodies.

PRIORITY 1B: Improving parks, programming and the built environment to increase access to physical activity (three grants were awarded totaling \$114,000).

Colebrookdale Railroad Preservation Trust: Secret Valley Greenway Trail Planning and Implementation Phase 1

Limerick Township: Limerick Center Road Sidewalk Connection

West Pottsgrove Township: Manatawny/West Trail Pedestrian Bridge - Murgia Park - Phase 3

PRIORITY #1C: Creating and promoting social networks involving healthy living (11 grants were awarded totaling \$278,285).

Boyertown Area Branch - Philadelphia Freedom Valley YMCA: Gymnastics Program Enhancement & Development

Expressive Therapy Concepts Inc.: Documenting Health Benefits by Physiological Measurement

Expressive Therapy Concepts Inc.: Smashville Badminton and Fitness Programming

Greater Pottstown Tennis & Learning: Year-round tennis & character-building programs

Green Valleys Association: Outdoor and Environmental Education Programs at Pottstown Schools

Helping To Inspire Positive and Healthy Opportunities for Progress: Bully Bounce - HIP HOP Inc. Anti-Bullying Program

Julian Dorsey Foundation: Building a Broader Pottstown

Olivet Boys & Girls Club: Body, Mind and Soul Approach to Youth Health and Wellness

Pottstown Branch - Philadelphia Freedom Valley YMCA: Sports Court

Pottstown Parks & Recreation Foundation Inc.: Pottstown Rumble Technology & Field Renovation Support

Trinity Evangelical Congregational Church: God's Community Garden

PRIORITY #2: Promoting Physical and Emotional Health (four grants were awarded totaling \$146,000).

Accion Comunal Latinoamericana de Montgomery County: ACLAMO Community Health Connections

Community Health and Dental Care, Inc.: Program Development Initiatives

Maternal and Child Health Consortium of Chester County: Healthy Start and Family Benefits Programs

Spring-Ford Counseling Services: Signs of Suicide Prevention Programs for Boyertown and Owen J. Roberts School Districts

PRIORITY #3: Strengthening Non-Profits (seven grants totaling \$404,450).

Foundation for Boyertown Education: Board Development

Foundation for Pottstown Education: Operating Expenses

Pottstown Area Industrial Development Inc.: 2016 Operations

SAVE Alliance Foundation: Regional Outreach Program

TriCounty Community Network Inc.: Community Collaborative

United Way of Boyertown Area: Matching Grant

United Way of Greater Philadelphia and Southern New Jersey: Matching Grant to Increase Philanthropy and Investing in Impact in Western Montgomery County



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