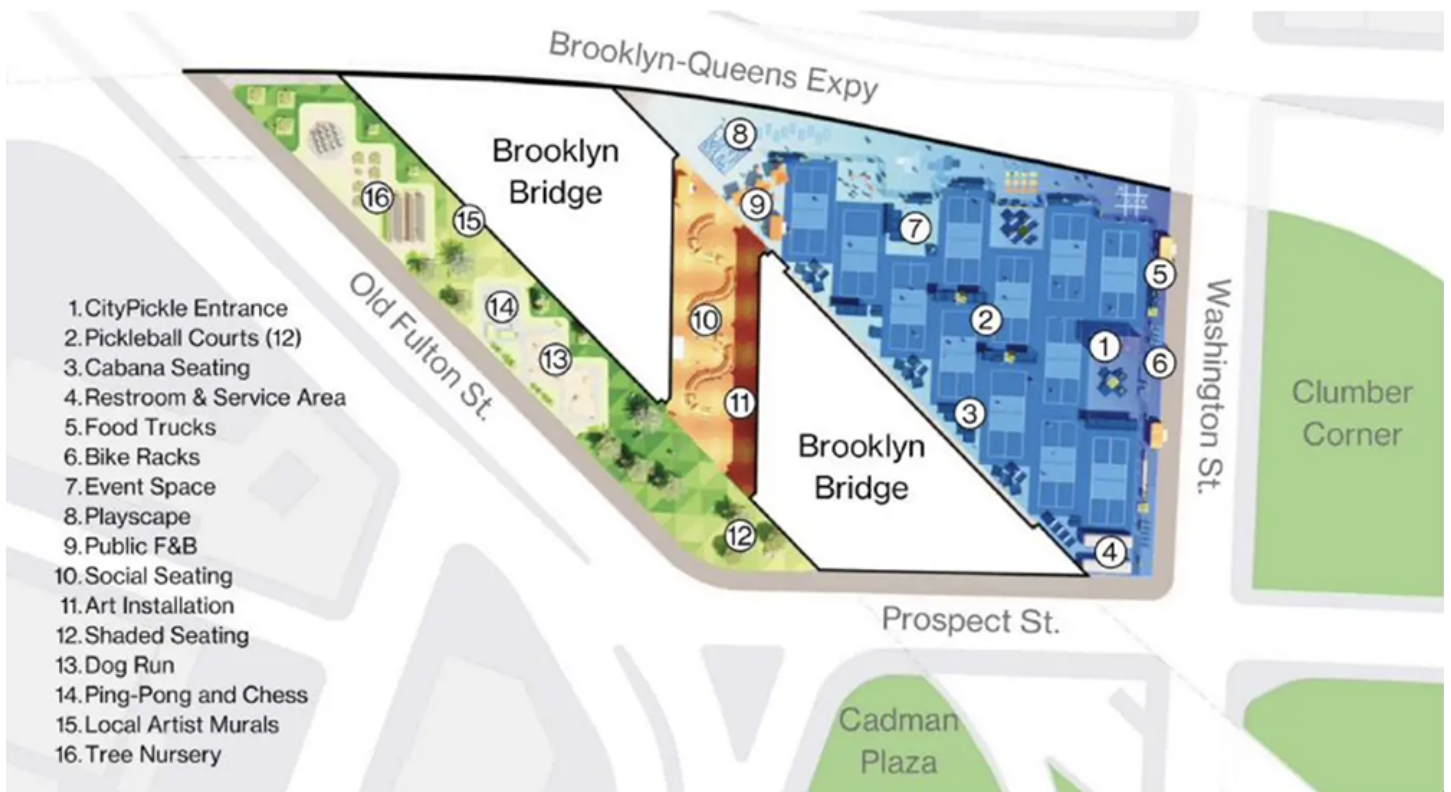




NYC Parks selects CityPickle for Anchorage Plaza revitalization

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Brooklyn, NY CityPickle has been selected by NYC Parks as the highest rated proposer in response to the RFP issued for the revitalization of Brooklyn Anchorage Plaza, a 60,000 s/f area below the Brooklyn Bridge which consists of three sections (Old Fulton Street Yard, the Washington Street Yard, and Ash Alley).

CityPickle, New York's home for pickleball, is set to transform the plaza beginning spring 2025. While CityPickle will be bringing pickleball courts for open play, lessons, etc. the lifestyle brand will also be adding other public amenities for those who may not play the game.

CityPickle recently made known its three-year deal as the seasonal partner of Wollman Park Partners, which operates the Wollman Rink in Central Park. CityPickle gained approval from New York City Department of Parks & Recreation to install 14, newly-resurfaced courts making it the largest pickleball installation in the northeast.

While the pickleball courts will be available seasonally from March to November, the remainder of

the revisioning plan and its amenities will be available year round with an emphasis on cultivating an environment of connectivity and an inclusive space promoting equitable economic opportunity.

Pending concessionaire approval from the office of mayor Eric Adams, CityPickle Brooklyn Bridge will also partner with hospitality groups to offer a culinary experience for guests to enjoy offerings from a number of curated food trucks.

CityPickle will invest \$2 million into the revitalization project.

Year-round amenities include:

- Ash Alley Revitalization
- Arts Programming
- Food Trucks
- Dog Run
- Bike racks
- Seating and shade
- Pedestrian-friendly walkways
- Games (like chess and pickleball.)

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