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**GoggleWorks presents Pumpkin Palooza on October 14 from 12-4pm
in partnership with Reading Downtown Improvement District**

FOR IMMEDIATE RELEASE

Reading, PA (October 10, 2017) - GoggleWorks Center for the Arts (GoggleWorks) presents the 3rd annual Pumpkin Palooza on Saturday, October 14 from 12-4pm. The day promises family-friendly activities, live music, and food trucks in the parking lot of GoggleWorks. Admission to Pumpkin Palooza is free. GoggleWorks Center for the Arts is located at 201 Washington Street, Reading, PA 19601 and offers free lot parking.

Event attendees can browse the "patch" of over 500 colorful, one-of-a-kind glass pumpkins made on site in the Hot Glass Studio, starting at \$25. In addition, they can experience the art of glassblowing first hand; designing and creating a pumpkin of their own with the assistance of a studio artist-instructor. Fifteen minute slots can be purchased for ages 8 and up (children 8-12 years of age must be accompanied by a parent or guardian). Slots are available to purchase in advance for \$40 online at goggleworks.org or at the GoggleWorks information desk (open daily from 9am-9pm). Slots will be sold the day of the event for \$45.

New this year, GoggleWorks will be partnering with the Reading Downtown Improvement District, who will be offering creative activities for children. "Teaming up with GoggleWorks on Pumpkin Palooza is a great way to kick off the autumn season," said Charles "Chuck" Broad, Executive Director of the Reading Downtown Improvement District. "We're looking forward to entertaining the children who stop by to stuff mini scarecrows and decorate mini pumpkins. With all of the activities going on at Goggleworks during Pumpkin Palooza, this is family fun at its best." Other activities will include the gourd sling shot, virtual reality pumpkin painting, face painting, and spooky photo opportunities.

Attendees can enjoy live music performed by Jon Snyder Trio and taste traditional fall flavors; including fresh, local cider by Weaver's Way Orchard, craft beer by Sly Fox Brewing Company, and hard cider by Jack's Hard Cider. Local food trucks will also be on hand for the event.

About GoggleWorks Center for the Arts:

Located in the former Willson Goggle Factory building, GoggleWorks is the largest community arts center of its kind in the country. The five-story, 145,000-square-foot complex features seven large teaching studios in ceramics, hot and warm glass, metalsmithing, photography, printmaking, and woodworking; 35 juried studios for artists and makers working in a variety of mediums; and the offices of dozens of music, arts, and other cultural organizations. The complex also includes several exhibition galleries; Boscov Film Theatre, showing art house films daily; and the Store, featuring the work of over 200 artists from GoggleWorks and beyond. GoggleWorks is open daily from 9am-9pm; admission and parking are always free. Plan your visit at goggleworks.org.

About the Reading Downtown Improvement District:

The Reading Downtown Improvement District (DID) is focused on creating a vital, productive, and commercially active environment in downtown Reading. DID provides cleaning, security, and marketing services for a specially designed commercial district in the city, and also sponsors several events and activities throughout the year; including MidDay Cafés, Reading Holiday Parade, and Reading Fire + Ice Fest. DID continually strives to make downtown Reading a cleaner, safer, and more inviting place to live, work, and visit.

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