



Cherry Tree Memorial Program

Since 2006, RiverPlace on the Schuylkill has been coordinating the planting of Japanese Flowering Cherry Trees in the waterfront parks and attractions of RiverPlace. Working with area park departments and other public institutions, over 100 trees have been planted to date, all sponsored by businesses and individuals. Additional trees are planted every spring, toward a goal of over 500 trees.

These trees contribute to the natural beauty of the Riverfront. Plantings are made along the banks of the Schuylkill River and Wyomissing Creek, in parks, along trails, and on the grounds of attractions such as the Reading Public Museum and the GoggleWorks.

The flowering cherry trees are also the focal point of the community's annual Cherry Blossom Festival presented in April by RiverPlace on the Schuylkill. For three weeks, residents and visitors alike enjoy activities including cherry blossom walks, live entertainment, and dragon boat River flotillas that end within sight of the trees in full bloom.

The \$395 sponsorship fee covers the cost of planting a mature 9' – 12' okame or kwanzan cherry tree. Native pink redbuds and white dogwoods are also available.

All tree sponsors are recognized on an individual engraved tree identification sign. Sponsors can choose to have their contribution made in their name, or in honor or memory of a loved one or organization.

To sponsor a tree, or to obtain further information, contact RiverPlace on the Schuylkill at 610-736-3900, or info@RiverPlacePA.com. Current tree locations can be viewed on the RiverPlace website: www.RiverPlacePA.com



RiverPlace on the Schuylkill is a non-profit community development corporation, inspired by its mission: To use the power of the River as a catalyst to unite communities and foster economic development. The RiverPlace vision is an environment where the Berks County Community comes together to enjoy living, playing, and working in and on both sides of the River and its neighborhoods.



**CHERRY TREE MEMORIAL PROGRAM
SPONSOR INFORMATION FORM**

Please print clearly so your information can be accurately recorded.

Name, group, or company: _____

Address: _____

City _____ State _____ ZIP _____

Contact name: _____ Contact phone #: _____

E-mail address: _____

Inscription should read (choose one):

- In honor of:** **In memory of:** **Sponsored by:**

Maximum of 29 characters per line (including spaces)

Please return this form along with your payment of \$395 to the RiverPlace office:

**RiverPlace on the Schuylkill
201 Washington Street, Suite 541
Reading, PA 19601**

For questions or additional information, visit www.RiverPlacePA.com or call 610-736-3900.