SUMMER BOAT AND BIKE RENTALS TO DEBUT AT LEFRAK CENTER AT LAKESIDE IN PROSPECT PARK STARTING MEMORIAL DAY WEEKEND

Boating and Biking Add To Summer Fun Along with Roller Skating and Prospect Park’s Largest Water Play Area, Splash Pad

BROOKLYN, MAY 22, 2015 – The Prospect Park Alliance and Upsilon Ventures announce the start of boat and bike rentals at the Samuel J. and Ethel LeFrak Center at Lakeside in Prospect Park, beginning Memorial Day Weekend and available through mid-October. The addition of boating and biking at Lakeside complements a full range of summer activities at the LeFrak Center, including roller skating, water play, dining at Bluestone Café, the Gelato Parlor, and a calendar of weekly programs and special events including Lola Star’s Dreamland Roller Disco. Boat and bike rentals will begin Saturday, May 23.

“Boating on the Prospect Park Lake has been a long-cherished summertime tradition, and we are delighted to once again offer this to the public,” said Sue Donoghue, president of the Prospect Park Alliance and Park Administrator. “With the addition of boating and biking, the LeFrak Center is truly the ultimate summer destination in Prospect Park, and we welcome the community to join us for this full range of seasonal activities.”

Lakeside will offer a number of boating options, including single kayaks, double kayaks, pedal boats, and double pedal boats. The pedal boats and double pedal boats can accommodate up to 3 guests and 5 guests, respectively. Guests will enjoy exploring Brooklyn’s only lake with its scenic views and variety of plant and wildlife. A popular pastime since the Park first introduced rowing in the late 1800s, Lakeside brings back this tradition after several years’ hiatus while Lakeside was under construction.

Lakeside’s bike rental program includes a mix of family-friendly specialty bikes including Surrays (the Double Surrey can accommodate up to 6 adults and two small children) and Deuce Coupes as well as traditional bikes, tandems, baby trailers and tag-a-longs. The bicycle fleet can accommodate visitors looking for a short tour of Prospect Park or riders looking for half and full-day excursions.

“We are excited to offer these new, fun, and active ways to enjoy this great Park,” commented Itai Shoffman, Principal of Upsilon Ventures, the operators of the LeFrak Center. “Kayakers can explore the Lake’s rich ecosystem while families can tour the Park together on a Surrey and enjoy a post ride lunch at Bluestone Café. The addition of boating and biking further enhances Lakeside as the destination for recreational activity and events for the entire family.”
Lakeside is the largest and most ambitious project in Prospect Park since the Park’s creation nearly 150 years ago. Spanning 26 acres, this $74 million restoration by the Prospect Park Alliance honors the original design while transforming an underutilized section of the Park into a popular scenic and recreational destination. Lakeside features the Shelby White and Leon Levy Esplanade and Chaim Baier Music Island, and the Samuel J. and Ethel LeFrak Center, which provides the public with seasonal ice skating, roller skating and water play.

Since opening in December 2013, Lakeside has become one of the Park’s most popular destinations, and a beloved community resource. Lakeside has been recognized by The New York Times, New York Magazine, and Time Out New York, as well as numerous local Brooklyn media outlets, for its innovative programming and activities.

ABOUT THE LEFRAK CENTER AT LAKESIDE

Entry to the Samuel J. and Ethel LeFrak Center at Lakeside is free and open to the public; however there are fees associated with roller skating rink admission and the rentals of roller skates, boats, and bikes. Please visit www.lakesidebrooklyn.com for information on group and non-profit rates, season passes, calendar of events, and directions.

Hours and pricing:

**Roller Skating:**
- Roller skating is open to the public Wednesday and Thursday 12pm to 6pm; Friday and Saturday 12pm to 7pm; and Sunday 12pm to 6pm
- Roller skating rink admission: $6 weekdays; $8 weekends and holidays
- Skate rentals: $6 per person
- Roller skating season runs from April to mid-October

**Boat Rentals**
- Boat rentals are available Monday to Saturday 10am to 7pm and Sunday 10am to 6pm
- Pedal boat rentals are $20/hour (2 adults, 1 small child) and $30/hour for a double pedal boat (4 adults, 1 small child)
- Single kayak rental is $15/hour and double kayak rentals are $25/hour
- Half-day and full-day kayak rentals are available, please visit www.lakesidebrooklyn.com/boating for pricing and group rentals
- Boat rentals are available May to mid-October

**Bike Rentals**
- Bike rentals are available Monday to Saturday 10am to 7pm and Sunday 10am to 6pm
- Specialty bikes include: Surrey (3 adults, 2 small children); Double Surrey (6 adults, 2 small children); Deuce Coupe (2 adults, 2 small children); Chopper and Quad Sport
- Traditional bikes include: City/Hybrid, Cruiser, Kids bike
- Kids trailers and tag-a-longs are also available for rental
- Hourly rental pricing ranges from $8 for kids bikes to $30 for Double Surrey
- Half-day and full-day rentals are available, please visit www.lakesidebrooklyn.com/biking for full pricing and group rentals
• Bike rentals are available May to mid-October

**Bluestone Café**
• Bluestone Café serves lunch and dinner and a selection of snacks, smoothies, and items to go
• Beer, wine, and specialty cocktails are available for guests ages 21+
• The Café is open Wednesday and Thursday 12pm to 6pm; Friday and Saturday 12pm to 7pm; and Sunday 12pm to 6pm
• Bluestone Café is open year-round

**Gelato Parlor**
• The Gelato Parlor offers a selection of gelato, snacks, and beverages
• The Parlor is open Monday and Tuesday 10am to 7pm; Wednesday and Thursday 12pm to 6pm; Friday 12pm to 7pm; Saturday 11am to 7pm; and Sunday 12pm to 6pm
• The Parlor is open Memorial Day Weekend through Labor Day Weekend

**Birthday Parties and Private Events**
• Private party rooms, catering and hospitality perfectly suited for hosting special events ranging from children’s birthday parties and charity benefits to elaborate galas and weddings. Please contact events@lakesideprospectpark.com or 718-462-0040 to plan your event or party

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**About the Prospect Park Alliance**
The Prospect Park Alliance is a non-profit organization that partners with the City of New York to preserve and maintain Prospect Park, Brooklyn’s flagship park. The Alliance cares for the natural environment, restores historic design, and provides public programs and amenities for the Park, which receives more than 10 million visits each year. For more information, please visit www.prospectpark.org.

**About Upsilon Ventures, LLC**
Upsilon Ventures, LLC, is a project development, marketing, hospitality and production firm specializing in creating one-of-a-kind destinations through public-private partnerships, and the utilization of public spaces and real estate for innovative and iconic destinations, temporary retail, events, hospitality and other revenue generating opportunities. Upsilon Ventures’ portfolio in addition to Lakeside includes GRAMMY Park™, Bank of America Winter Village at Bryant Park, Celsius at Bryant Park, The Holiday Shops at Bryant Park, Westfield World Trade Center, Lakeside at Prospect Park and Seaport District NYC; along with numerous other projects and programs with a diverse slate of Fortune 500 brands and companies. For more information on Upsilon Ventures’ programs and project portfolio, please visit www.upsilonventures.com or call 212.661.6640.
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