

WEST END LIVING

WEST END BLOCK PARTY ALLENTOWN, PA

SAVE THE DATE

Come One, Come All to the West End Block Party, Sept. 27!

By Fred Jerant

Over the past several years, we've all grown to love The West End World of Food Festival – a neighborhood event that featured a variety of cuisines, live music, crafts vendors, kids' activities, dancing and other family fun.

That fabulous happening has just been rechristened The West End Block Party, for some very good reasons.

"We changed the festival name to The West End Block Party in order to better reflect the spirit and purpose of the event," said Elizabeth Martin, West End Alliance Managing Director. "While food – especially diverse, ethnic cuisines – will always be a key part of the experience, the new name emphasizes the festival's sense of community, inclusivity and celebration. 'Block party' signals something that's fun, informal and



PHOTOS BY BILL BASTA

welcoming for everyone, no matter their background. The combination of music, dancing, laughter and kids playing creates shared experiences that build connection."



The party starts at noon on Saturday, Sept. 27, and runs non-stop until 10 p.m. The central location is 19th St. between Liberty and Allen Streets.



Last year's festival was a great success in terms of attaining fundraising, community turnout and engagement goals, Martin said. All money raised goes directly into various beautification projects in the West End Theatre District; the West End Alliance's support for local small businesses, and various community events such as Cocktail Trails and the annual Christmas

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West End Block Party

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PHOTOS BY BILL BASTA

tree lighting ceremony.

The 2025 Block Party will feature expanded partnerships with local vendors, as well as new programs that will add to the happy atmosphere.

Food has always been a central feature of the event, and this year is no different. The current line-up includes:

- **Cousins Maine Lobster**—serving delicacies such as Maine lobster-based rolls and Connecticut Rolls, rich and creamy soups, and “Lobster Tail and Tots”
- **Kou Kitchen**—Authentic West African Cuisine
- **Pie in a Cone**—luscious homemade pies, served in a cone
- **Puerto Rican Cultural Preservation** offering a variety of island dishes
- **Danny’s Fine Foods**—corn dogs, fries, cheese steaks, sausage and more
- **LoriAnn’s Food for the Soul**—down-home favorites such as fried chicken, pulled pork, collards, mac’n’cheese,

rice and peas, and her popular Swedish meatballs.

You can wash it all down with soft drinks, a variety of beers and wines from **Sleepy Cat Urban Winery** and cocktails by **Triple Sun Spirits Co.**

Non-food stands include:

- **BTangled Threads** (crocheted stuffies),
- **The Wicked Botanist** (plants, crystals and other natural items),
- **Ethereal Fawn Tattoo and Art Gallery** (free henna designs and glitter tattoos for kids).

The Block Party will also feature an interactive mural in the **Udder Bar** parking lot, sponsored by the Allentown Arts Commission; kids are welcome to stop by throughout the day to add to the mural.

Calvary Moravian Church is offering free children’s books.

Our event kicks off with a free spin cycle class from **6Cycle**, a fitness center featuring rhythmic cycling classes. **The Dance Dietitian** is expected to offer free dance classes near the bandshell, and students of the **Civic Theatre**



School may present a preview of an upcoming show.

“We’ll also have informational tables representing local politicians and community organizations, such as the Allentown Parking Authority,” Martin said.

Live music is always welcome at a block party, and the West End Alliance has booked a powerhouse line-up to help keep your day rolling (and maybe dance off some of these calories!)

Here’s the rundown for 2025:

- **Noon – 2 p.m. Mike Lorenz Trio** – Catchy jazz tunes
- **2:30 – 4:30 p.m. Higbee** – Lehigh Valley-based indie rock

■ **5 – 7 p.m. The Ultra Kings** – dishing up rockabilly and other retro fun

■ **7:30 – 9:30 p.m. GirlCrüe** – Fierce, high-energy all-female rock

Martin said there are still available slots for event volunteers. Sign up by contacting the Alliance through its social media pages (Instagram and Facebook), website or by sending an email to manager@westendallentown.com. You can stay up-to-date by visiting those sites, too.

The 2025 West End Block Party is sure to be a fun-filled event for everyone. See you there! ■

Thank You to our West End Alliance Cornerstone Partners

WEA Cornerstone Partners commit to a year-long investment in our neighborhood and WEA activities. We are grateful for their support. For more information on becoming a Cornerstone Partner, contact Michael Drabenstott at (610) 417-0503.



WEST END LIVING

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Weyerbacher Brewery Comes to the West End

The brewery's third location, in the former Pines Dinner Theatre space and Maingate's outdoor Biergarten, will officially open shortly after the Great Allentown Fair.

By Meghan Kita

In 2023, the owner of the properties at 17th and Liberty Streets announced that he was looking for a partner to revitalize the Maingate night club. In 2024, the Pines Dinner Theatre announced it was moving from its location there, at 448 N. 17th St. And now, in 2025, Easton's Weyerbacher Brewery has taken over the Maingate's outdoor Biergarten, with imminent plans to open a taproom in the former Pines Dinner Theatre location.

"We didn't have a presence in Allentown, and a great opportunity presented itself," said Ed Lozano, CEO of Savant Beverages LLC, Weyerbacher's parent company. "There's really not anything like what we're proposing with the Biergarten. We're going to be family friendly. That will help add to the neighborhood with something that's a little different and special."

The Weyerbacher Taproom and Biergarten will offer Savant Beverages' full slate of offerings, either on draft or in bottles and cans. That means Weyerbacher's beers, of course, but also Colony Meadery meads, hard ciders, teas and wine coolers. The company also has nonalcoholic offerings under its Bueno brand. Additionally, Lozano plans to offer food, possibly as soon as October. "The snacks and, eventually, the menu items will be complementary to our beers with a little bit of European flair to them, in the sense of a Biergarten-type menu," he said.

The Biergarten has been open select hours since late June, primarily during the Wednesday Food Trucks at the Fairgrounds events that will continue from

4-8 p.m. through October 8. The taproom is tentatively set to open Saturday, September 6. Patrons interested in visiting should check the company's Facebook page as well as weyerbacher.com for updates and hours. ■



PHOTOS BY BILL BASTA



Ed Lozano, CEO of Savant Beverages, the owner of Weyerbacher Brewing.



Is This Text Real or a Trap?

If you and your children

have a mobile phone, you've probably received texts from friends and family. If you've opted in to receive texts from retailers, you get these too. But what do you do when you receive a text, and you question the source?

The answer matters because your response to a questionable text might keep you safe from a scammer — or lead you into a trap.

Text Message Scams on the Rise

New data from the Federal Trade Commission (FTC) shows that in 2024, "consumers reported losing \$470 million to scams that started with text messages. This amount is five times higher than what was reported in 2020, even though the number of reports declined."

How Text Scams Work

Below is a simplistic example of how a spoofed message can be sent to you.

Step One. Threat actors obtain your phone number on the Dark Web or generate your number with an auto-dialer tool.

Step Two. The scammer creates a message. Many scam texts sound urgent to get victims to react without thinking — "invoice overdue" or "your account has been breached" are common ruses.

Step Three. The scammer sends the text and hopes you bite.

Prevention Tips

■ **Don't reply to unexpected text messages.** The text may push you to react quickly, but it's best to stop and think it through.

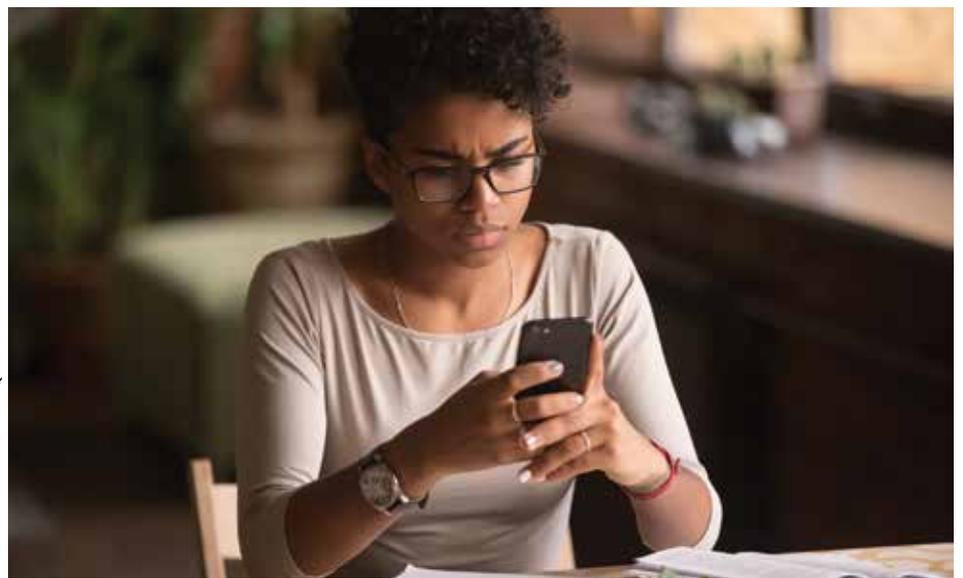


PHOTO COURTESY OF QNB BANK

- **Never click links in unexpected messages.** You might download malicious software (malware) that will compromise your device, and scammers often create real-looking websites to draw you deeper into the trap.
- **Don't assume a text from a known company or organization is legit.** Double-check by contacting the company. Don't use information from the text — get a phone number or email address from the company's website.

wireless provider spot and block similar messages.

■ Report potential scams on either the Apple iMessages app or Google Messages app for Android users.

■ Report potential scams to the FTC at ReportFraud.ftc.gov.

If you've lost money to a scam, reach out to the company that transferred the money right away to see if there's a way to get your money back. Then report the scammer at ReportFraud.ftc.gov.

If You're a Victim

Immediately change any passwords you might have revealed. Consider reporting the attack to IC3.gov and the police, and file a report with the Federal Trade Commission. If you identify suspicious activity involving your financial institution, contact them immediately.

Filtering Unwanted Texts

There are many ways to filter unwanted text messages or stop them before they reach you.

On your phone: Your phone may have an option to filter and block spam or messages from unknown senders. To learn how to filter and block messages on an iPhone, visit support.apple.com/en-us/111104. For blocking a phone number on an Android phone, visit support.google.com/phoneapp/answer/6325463.

Through your wireless provider: Your wireless provider might have a tool or service that lets you block calls and text messages. Check out ctia.org, a website from the wireless industry, to learn about options from different providers.

With a call-blocking app: Go to ctia.org for a list of call-blocking apps for Android, BlackBerry, Apple, and Windows phones, or search for an app online. Check out the features, user ratings, and expert reviews.

Take Action – Report Texts

■ Forward spam messages to 7726 (SPAM). This helps your

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unsolicited calls asking for your private information, such as Online & Mobile Banking username and password, social security number, account number, driver's license number, debit card number, expiration, CVV, or PIN. Under any circumstances, do not give out private information to anyone calling you, including those who may fraudulently represent themselves as working for QNB. Fraudsters can make the number they are calling from look like a legitimate bank or fraud center number. When in doubt, hang up and call QNB directly at 1-800-491-9070. ■

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A Great Neighborhood in a Great City

By Meghan Kita

Hannah Milagio, the regional planner for community engagement for the Lehigh Valley Planning Commission, first moved to the West End as a Muhlenberg College freshman in 2009. Through Muhlenberg's Office of Community Engagement, she got involved with Community Bike Works, a nonprofit that teaches life lessons through bicycles to Lehigh Valley youth. After graduating, she spent nearly the first decade of her career at Community Bike Works, leaving Allentown for only a year to earn a master's degree at Merrimack College in Massachusetts.

"Whenever I've lived in the Lehigh Valley, I've been a city of Allentown resident very much by choice," said Milagio, who's originally from Maryland. "There is this sense of community just on my block that's something that I'm not going to be able to get in a suburban or rural community."

She and her husband bought their first home, a rowhome on Allen Street near 19th, in 2019, after living closer to downtown. What drew her to the home was its character — the stained glass, the glass doorknobs and the other features characteristic of the neighborhood's old homes. Hers turns 100 this year: "We were gonna have a birthday party for her, but she needs a lot of work," she joked. "Maybe we'll do 105."

And what drew her to the neighborhood was what has drawn so many of us here: "It's kind of that perfect, quiet, city neighborhood," Milagio said. "There are people around, we talk to neighbors, we can walk to things, but it's also not super busy. We don't have cars driving by too



PHOTO BY BILL BASTA

Hannah Milagio with Frida.

fast, most days."

For Milagio, who also lives with her two young children and a rescue pitbull, Frida, a perfect West End day would start by walking Frida down tree-lined Allen Street, then having breakfast at Syb's West End Deli (2151 W. Liberty St.) or O'Brien's Really Good Food (1922 W. Allen St.). She'd take her kids to the Muhlenberg Elementary School playground (740 N. 21st St.). Later on, she'd want to catch a movie at the Civic Theatre (527 N. 19th St.) or grab food and drinks at the Tavern on Liberty (2246 W. Liberty St.).

A perfect day would also involve visiting friends in the neighborhood, including two of Milagio's teammates from Lehigh Valley Roller Derby who live within a few blocks of her. "I'm not bragging, just saying, but I started it," said Milagio, noting that she was the first on the team, which meets in Easton, to move to the West End. "We're kind of taking over, but in a very nice way. I don't think you'll see us on the sidewalk on skates because of tree debris, but if you need something heavy lifted, we're all very strong." ■

Friends of the Allentown Parks is Back and Better than Ever

Following a decade of significant challenges, including the impact of the pandemic on individuals and organizations, including our own, we have successfully rebuilt and refined our organization. We are honored to welcome Rosaria Stoops as our new Executive Director. We have been busy bringing new programs to our parks.

A notable achievement for us is the successful implementation of twenty Science in the Parks STEAM classes in partnership with the DaVinci Science Center.

Additionally, we have hosted six Yoga in the Park events at West Park, and we are eager to expand our offerings to include a broader range of educational and enriching events within our park system. Our primary objective remains to contribute to the enhancement and improvement of our park system.



Learn more and join us at AllentownParks.org

Celebrating 10 Years of 'Hablando con su Doctor'

This past summer marked the 10th anniversary of “Hablando con su Doctor,” the region’s only Spanish-language medical radio show, hosted by Dr. Leonardo Claros, Bariatric Surgeon at St. Luke’s.

Every Saturday morning on La Mega radio (101.7 FM and 92.9 FM) at 7:30 am, Dr. Claros brings trusted health information to the Latino community – one conversation at a time. Over the past decade, he’s recorded more than 450 episodes, covering everything from cardiology to community health, often joined by fellow Spanish-speaking physicians and local leaders.

When Claros is out and about in the community, people will turn to him, having recognized him



by voice, not by face. ““You’re the Latino Doctor!’ they’ll say,” Dr. Claros shared.

“Being recognized as the Spanish voice, the link to our Latino community for trusted health care wisdom, is truly an honor.

Dr. Claros, who is gregarious by nature, was almost a reluctant host – almost. When current St. Luke’s Vice President and Chief Marketing Officer Ken Szydlow and Network Media Relationships Partner Karen Boksan approached him about doing a show, he

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thought they were taking about a guest appearance on the popular Talk With Your Doctor that airs on Channel 69 WFMZ-TV.

“Under the helm of Victor Martinez and his outstanding vision, the new radio outlet that is ‘La Mega’ has taken it to a different level, and I have been told numerous times that I became the “Latino Doctor” for our community, and that has always been linked directly to St. Luke’s, and now La Mega with that deep dedication and heart that our Network has for our Hispanic population.

The show became a lifeline during the COVID-19 pandemic, helping dispel myths and encourage vaccination. Its impact has earned recognition from the Hispanic Chamber of Commerce, local media, and city officials.

What began as a simple idea—connecting St. Luke’s services with the Hispanic community—has grown into a trusted platform for health, hope, and connection.

“It has been a true pleasure and privilege to be able to serve our community while advancing the St. Luke’s mission,” Dr. Claros said. ■

Earn a High ROI Degree in Your Own Backyard at Muhlenberg College

From college search rankings, to investment magazine reviews, to large-scale data studies, one thing is clear to everyone — the value of a Muhlenberg College liberal arts degree is not only high, it outpaces the competition.

In fact, a Georgetown study on the value of certifications, associates and bachelor's degrees found that the return on investment of a Muhlenberg College degree outpaces 80% of those earned at any of the nation's 4,600 public, private, non- or for-profit colleges and universities by 15 years post-graduation — rising to 90% of all degrees by the 20-year mark.



PHOTO BY KRISTI MORRIS

Muhlenberg liberal arts = high ROI

Although higher value and higher earnings are often only associated with engineering or computing degrees, a high-volume study of U.S. Department of Education data shows that Muhlenberg's liberal arts degree graduate earnings are outpacing average earnings for all institutions in areas as varied as the arts, the humanities, the natural sciences and the social sciences, as well as computer science, business administration and pre-professional programs.

Coaching isn't just for athletics

Muhlenberg's high return on investment ratings underscore the rewards of combining the college's challenging liberal arts curriculum and immersive, experiential learning. Beginning in their first semester, Muhlenberg students are paired with a career counselor and a college life coach in addition to their faculty advisors. One-on-one career coaching continues

throughout the college journey and even after graduation.

Exploration is key

At Muhlenberg, hands-on experiential learning opportunities are supported by a thriving alumni network of individuals who are interested in helping current students build connections, deepen industry knowledge and gain competitive skills.

A high rate of student engagement in activities, civic engagement, and athletics allow for a variety of explorative adventures. And the college's location in the West End of Allentown allows for quick access to community partnerships, internships, externships and other collaborative opportunities.

"One thing about Muhlenberg that has been valuable to me is how I'm constantly uplifted," said accounting major and student-athlete Erica Borbi '25. "If there's something I want to do on this campus, there's somebody out there who's going to look me in the eye and say, 'Yes, you can do this, and this is how I'm going to support you.'" ■



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1812 Piano Lounge Tickles More Than Just the Ivories

Patrons delight in the music, drinks and food served up by this new Allen Street establishment.

By Meghan Kita

Getting a reservation for the Thursday, June 26, grand opening of the 1812 Piano Lounge (1812 W. Allen St.) required persistence — the lounge's phone line was busy for much of the hour after it opened for bookings. And the place has remained packed well beyond its opening weekend.

"We learned early on we need to take reservations every night," said Cindy Billera, a longtime restaurant manager who partnered with Jill Schaefer, the president of neighboring Allentown Appliance, to open the 1812 Piano Lounge.

The business has room for 50 to 60 people, serves small plates meant for sharing as well as desserts, and offers a variety of cocktails, wine and beer. But what really



PHOTOS BY BILL BASTA



Ribbon cutting (left) are Mike Zambelli, who gave some opening words, Jill Schaefer (owner) and Cindy Billera (General Manager). Playing the piano (above) is Anna Maze from Chicago.



sets it apart is the entertainment — a pianist every night, Tuesday through Saturday, on the venue's small stage. For opening night, Schaefer invited Anna Maze, a musician she met at Chicago's Zebra Lounge; a rotating crew of local pianists fills out the schedule now.

Schaefer and Billera have gotten

a great deal of positive feedback on the lounge so far and are looking forward to expanding their offerings. This fall, they intend to start hosting at least biweekly Sunday brunches. They will continue to advertise and book private events for patrons interested in renting out the entire

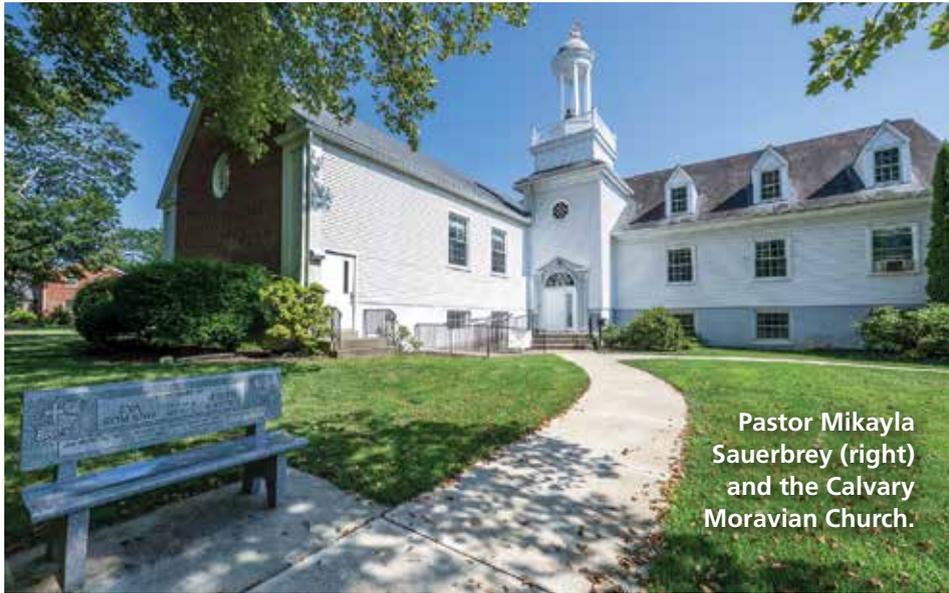
space. And, they're hoping to set up a couple dates that will feature dueling pianos (or, rather, a duel between the white grand piano in the space and a keyboard — there's no room for a second piano).

"It's been a lot to take in," said Schaefer, who has continued her work with Allentown Appliance

throughout this journey opening another business. "It's been exciting. It's been great. It's a good feeling, and I'm proud of it."

Readers can find a performance and event schedule at 1812pianolounge.com and make reservations by calling 484-274-6208. ■

All are Welcome in this **West End** Neighborhood Church



By Ron Epstein

The Calvary Moravian Church, standing on the southwest corner of 21st and Livingston Streets, has been serving its congregation in Allentown's West End since 1938, three years before the current church was even built.

It all began when the Reverend Edwin A. Sawyer, pastor of the Coopersburg Moravian congregation, came to Allentown with the hope of establishing a church here as well. The first Moravians arrived in this area on Christmas Eve in 1742 when they founded Bethlehem and opened their first church there.

Moravian churches were founded in nearby communities over the following years except in Allentown. Seeing the need to serve his brethren here as well, Reverend Sawyer met with over 100 people to get their opinions, and after the overwhelming majority expressed approval, the church began holding evening services at the Masonic Temple on Linden St. on November 6, 1938. Two months later in January of 1939, Sunday School classes were held at 1001 N. Nineteenth St., which today is a Giovanni's Pizza restaurant.

In June of 1940, the plot of land on which the church now stands was purchased. Building began

in May 1941, and the first service was held in the partially completed church at 10 a.m., on Sunday, December 7, Pearl Harbor Day. Since news of the attack was not reported over the radio until early that afternoon, the congregation was probably unaware of it that morning. The rest of the building was completed early in 1942. Until this time Reverend Sawyer was a part-time pastor, since he continued serving the Coopersburg Church. On February 2, 1942, his nomination as a full-time pastor was approved and went into effect in April. Pastor Sawyer served Calvary Moravian until January 11, 1948. 16 pastors have since followed him. *(see list above).*

The current pastor, Mikayla Sauerbrey and her two immediate predecessors are the first women to serve this church in modern times. But according to Reverend Sauerbrey, the Moravians had recruited women as pastors as far back in the early 1700s.

By the 1760s, recruiting women gradually declined until it ceased by the end of the 18th century and did not resume until the late 1960s or early 1970s.

According to Pastor Sauerbrey, Calvary Moravian is very much a neighborhood church. Local residents out for walks often come inside to inquire about its services, and many then become members.

Over the years, as the church's



Calvary Moravian's 16 Pastors

Ruben D. Bollmann	1948-1958
Paul de Schweinitz Couch	1959-1965
James O. Bruckart	1965-1970
Interim-Nathaniel E. Albee	1970
Otto Dreydoppel	1970-1972
Nathaniel E. Albee	1972-1973
Interim-Earl R. Shay	1973-1974
Norman E. Prochnau	1974-1989
Interim-Warren C. Kuhfahl	1989
Marvin R. Henkelmann	1990-1993
Interim-Willard R. Harstine	1993-1994
Student-Philip Hoffinden	1994
Interim-Stanley F. Thomas	1994-1995
M. Blair Couch	1995-2015
Janel Rice	2015-2023
Mikayla Sauerbrey	2024- present

membership grew, additions were made to the building in the 1960s.

Today Calvary boasts 163 members.

Calvary Moravian holds services every Sunday morning at 10 a.m. A family Sunday School service with parents and children takes place once a month at 11:15 a.m. on Sunday. Two services are held on Christmas Eve, and Lenten services lead up to Easter.

The church sponsors food drives

and aids refugees attempting to assimilate into society. Calvary Moravian also cares about literacy, and collects books for children to improve their reading skills. A free "little library," outside the church, offers books for all ages.

Calvary Moravian welcomes new members. Anyone interested in more information about Calvary Moravian can contact Pastor Mikayla Sauerbrey at {610} 435-6881. ■

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¹4.24% Intro-Rate APR applies for one year from the origination closing date on new Equity Choice home equity lines of credit. Equity Choice line of credit must be closed within 60 days of application. Intro-Rate offer may be discontinued at any time.

²After the expiration of the one-year Intro-Rate, with auto payment from a QNB checking account, the APR will be based on the Prime Rate, as published in the Wall Street Journal, currently 7.50% APR. Without automatic payment from a QNB account, the APR will be based on the Wall Street Prime Rate plus 0.50% - currently 8.00% APR.

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NEW TO THE NEIGHBORHOOD

Kou Kitchen: Tasty African Cuisine Served with a Smile



PHOTO BY ROB STEVENS

Kou (L) and Myles Taylor love to serve their African specialties to new and loyal customers.

By Rob Stevens

2025 has been a very good year for Kou Kitchen, the only food truck around that serves authentic West African food.

Owners/operators Myles and Kou (pronounced Kō) Taylor, West End residents, debuted their new, lemon-yellow kitchen on wheels at this year's Musikfest, featuring traditional dishes from their native Liberia, including beef and chicken kabobs, ribs, veggies and rice. Many of the meats are accented with creamy, earthy peanut butter, a beloved staple from West Africa.

"We were happy to have the opportunity to share our food at Musikfest," says Myles, who grilled hundreds of pounds of chicken, beef and ribs during the weeklong event.

They were helped by their children, Jasmine, 19, and Myles, 10. The family will be serving their specialties at the West End Block Party on Sept. 27 for the third year running. (The family's pictured at last year's event on page 1 of this issue.)

"People are amazed and often surprised at how good peanut butter tastes with grilled meat," Kou says. "It's healthy, too."

Myles and Kou launched Kou Kitchen in 2019; the business has



PHOTO BY BILL BASTA

Myles (L) and Jasmine help serve Kou Kitchen customers.

grown each year as people taste their mouthwatering fare. While Myles mans the grill, Kou serves the food, garnishing each order with a smile.

They just fed Allentown Fairgoers for the fourth year and are looking forward to cooking at "fests," fairs, private events, colleges and other celebrations throughout the year.

"It brings us such joy to see people smile when they taste our food," Kou says.

For more information, visit [koukitchenllc](https://www.koukitchenllc.com) on Instagram, Facebook and the web, or call 610-818-7516. ■

Native Gardens Bring Beauty and the Bees



Carl and Susan Zencka with their Purple Coneflower and Mountain Mint.

By Paul Kita

When Carl and Susan Zencka moved into 806 N. 30th St. back in 2021, Susan says she already knew how important native plants were for the planet. “By planting plants that are native to this area, I could provide appropriate food and habitat to the insects, birds, and small mammals in our region,” Susan says. “I knew that there has been a significant reduction in insect life—and we all know that bees are in trouble. If I could create gardens in our yard that would provide sustenance to bees and other insects, that seemed like an important change I could make.”

Since 2022, Carl and Susan have



PHOTOS BY BILL BASTA

planted more than 400 native perennials, 15 native shrubs, and four native hazelnut trees. “I really love all the perennials, but I suppose my two favorites are the Echinacea (Purple Coneflower), which have really thrived in our yard, creating a riot of pink across our gardens, and the Pycnanthemum Muticum (Mountain Mint), which are kind of the opposite: plain green, but they are a huge favorite of the bees,” Susan says.

South of Tilghman, Charles and Ruth Marcon, have planted more than 3,000 native plants on their property at 326 N. 27th St. Their three-tiered garden sprawls from a patio to a lawn and eventually to a



Charles and Ruth Marcon have planted more than 3,000 native plants.

meadow, which is festooned with tall grasses and hardy flowers. Charles says that since installing the native gardens, there’s been less weeding, less lawn to mow, and “a bazillion bees buzzing around. We even had a fox living on the property last year.”

Beyond offering a home and food to animals, native landscaping can protect property soil from erosion, conserve water, and improve biodiversity, according to the PennState Extension, which also has a store of resources for those interested in planting native species. (Visit extension.psu.edu for more information.) On the fence? Take it from Susan: “Do it! It’s good for the earth, it’s easy, it feeds the bugs and birds in our area, and it makes for abundant, colorful gardens.” ■



Charles and Ruth Marcon’s lawn sprawls into a meadow with grasses and flowers.

Clarification: An article in the Spring 2025 edition of West End Living about tree plantings in the neighborhood implied that people can contact the city for individual tree plantings on their property. That is not the case. A resident can contact the city on behalf of a group of neighbors who are interested in planting trees throughout their block or area. The representative of the group of neighbors should contact **matthew.kuntzman@allentownpa.gov** regarding a potential planting.



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FOCUS ON THE ARTS

**Great Activities
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**At the
Allentown
Parks**

■ **50th Art In The Park**
Saturday, September 13
10:00a.m.-5:00p.m.
West Park at 16th and
W. Turner streets

■ **India Heritage Day**
Saturday, September 20
11:30a.m.-3:30p.m.
West Park at 16th and
W. Turner streets

■ **International Cultural Festival**
Saturday, September 20
2:00p.m.-10:00p.m.
Cedar Beach Park

■ **Hollywood Cinema Surprise**
Tuesday, September 30th
7:00p.m. in Theatre 514,
Civic Theatre

■ **Hollywood Cinema Surprise**
Tuesday, October 28th
7:00p.m. in the 19th Street Theatre,
Civic Theatre

**At the Jewish
Community
Center**

■ **Leisure Game of Mah Jongg**
Wednesday, September 3, 2025
12:30p.m.-2:30p.m.

■ **Aqua Dance Party with Joyce**
Tuesday, September 9, 2025
11:00a.m.-11:45a.m.

■ **Aqua Yoga with Jan**
Friday, September 12, 2025
11:00a.m.-11:45a.m.

■ **Fairy Tale STEAM Class**
Monday, October 13, 2025
3:30p.m.-4:15p.m.

■ **Basic Yiddish Class**
Thursday, October 16, 2025
4:00p.m.-5:30p.m.

**At the
Civic Theatre**

■ **The Life of A Showgirl
Listening Party**
October 2nd
9:00p.m.-1:00a.m.
Civic Theatre

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GREAT HERON INSURANCE

(continued on page 14)

You can to pick up *West End Living*, at these locations

West End Living

copies can be found at St. Luke's - Allentown Hospital, Muhlenberg College, and QNB Bank. You can also grab a copy in the lobby at 1908 W. Allen Street or various retail businesses around the West End Theatre District, including Wert's, Sleek Style Salon, The Udder Bar, Civic Theatre and more!

West End Living is also available online at westendallentown.com.

Popular Summer Civic Theatre Camp Adds New Opportunities

ROAD TO THE STARS

AMANDA SEYFRIED
JAMES CUSATI-MOYER
CHRISTINE TAYLOR

IN THIS ISSUE

- 1 Civic Theatre
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- 19 Earth Day Clean Up

EDITOR'S NOTE: At press time, the Civic Theatre had just been added to the National Register of Historic Places. Read more in our Summer issue.

WINNER
2024 APEX AWARDS FOR PUBLICATION EXCELLENCE

WEL quarterly has been Awarded seven awards for Publication Excellence

Allentown's Hot Housing Market

And what it means for West End residents

By Meghan Kita

IN THIS ISSUE

- 1 Housing Market
- 2 Forming A
- 3 Focus on the
- 4 City News
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Summer Fun for Everyone!

By Fred Jerant

Free movies

Get in the Swim

Listen to the Music

IN THIS ISSUE

- 1 Summer Fun
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» **Join Us for Our Open House**
On October 18 or November 7, high school juniors and seniors are invited to meet faculty and staff, connect with current students, learn about the admissions process, and sample the #1 campus food in Pennsylvania. Can't make it? Tours, interviews, and Q&A sessions are held regularly. Explore your options at muhlenberg.edu/visit.

» **Apply With No Fee**
Complete the Common Application for free to be considered for admission and merit-based scholarships ranging from \$30,000-\$46,000. The Early Decision I deadline is November 15 and the Early Action deadline is December 1.



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FALL WEST END CLEAN UP

SATURDAY, OCTOBER 4
9AM - NOON

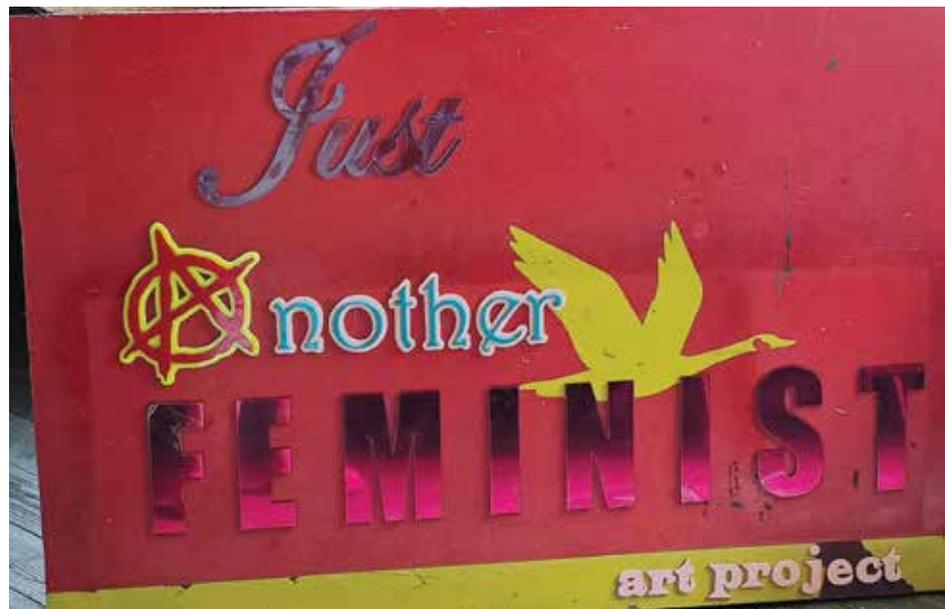
Meet at the War Memorial
on the SE corner of
19th & Allen Streets

All supplies will be provided




FOCUS ON THE ARTS

(continued from page 12)



At **Muhlenberg College**

■ *Mavis Pepperwhite*
Just Another Feminist Art Project
Martin Art Gallery
Until September 20th, 2025

■ *BeBrian Kidd at 1812 Piano Lounge*
Tuesday, September 30th
5:00p.m.-8:00p.m.
1812 Piano Lounge

At the **Shanty on 19th**

■ *Tuesday's Benny Band Open Jam*
6:00p.m.-9:00p.m.

■ *Thursday's Karaoke with DJ PK*
8:30p.m.-11:30p.m.

■ *Friday's and Saturday's Live Music*
Starts at 8:00p.m.

■ *Sunday's John Cannavo's Open Mic*
3:00p.m.-6:00p.m.

At the **1812 Piano Lounge**

■ *A Night in Paris*
FRANCINE Roussel
Saturday, September 13
4:00p.m.-10:00p.m.
1812 Piano Lounge

■ *Mary & Devin at 1812 Piano Lounge*
Friday, September 26
5:00p.m.-10:00p.m.
1812 Piano Lounge

■ *Music Bingo at 1812 Piano Lounge*
4:30p.m.-6:30p.m.
1812 Piano Lounge



These are only a few events from Civic, JCC and 1812 Piano lounge:

■ For more events, visit civictheatre.com

■ For more events, visit lvjcc.org

■ For more events, visit 1812pianolounge.com ■



Let's Stay Connected

My office is located at 5100 W Tilghman Street

Phone 610-821-5577

Email: RepSchlossberg@pahouse.com

Online: www.pahouse.com/Schlossberg

Facebook.com/RepSchlossberg

Twitter.com/RepSchlossberg

Important Election Dates

Municipal elections are some of the most important ways to weigh in on the future of our community. School boards and other local offices determine a wide range of issues from trash pick up, how our parks are maintained, what students learn in school and even first responder resources. Pay attention to upcoming deadlines to register and request absentee or mail-in ballots. All this information can be found at **Vote.PA.Gov.** ■

2025 MUNICIPAL ELECTION IMPORTANT DATES

OCT 20

Last day to register to vote in the municipal election
vote.pa.gov/Register

OCT 28

The deadline to apply for absentee or mail-in ballot.
vote.pa.gov/ApplyMailBallot

NOV 4

Election Day: Polls are open from 7am - 8pm. Completed mail ballots must be received by 8pm.

PA Releases New License Plates

Pennsylvania's new license plates are here. These plates were released earlier this summer in preparation for our country's 250th birthday in 2026. There is a fee to replace standard issue plates (\$14 as of 7/1/2025). Use the form MV-44LB (7-25) to apply. PennDOT does offer free replacements for defaced/illegible plates. To request a free replacement for illegible plates, use the form MV-46 (4-25). Please note: we cannot guarantee illegible replacements or 3rd parties issuing plates will be under the new design. It will take some time for that inventory to change. If you need help finding those forms or want to work through my office for fasted service to make these requests, call 610-821-5577 ■

Where Is It?

Do you recognize this image? Identify its location in the West End Theatre District and you could win a \$25 gift certificate from a restaurant in the neighborhood.

Send your entry by e-mail to michael@drabenstott.com or mail to:

M. Drabenstott, 2346 W. Allen St., Allentown PA 18104
 By December 4, 2020.

One winner will be randomly selected from all the correct entries.



SUMMER WINNER!

West End Tap Room (left)
 2114 Tilgman Street
 Congratulations to **Jill Evans**
 Winner of our Summer contest!



PHOTOS BY BILL BASTA

SAVE THE DATE!

WEST END BLOCK PARTY

SEPTEMBER 27TH, 2025 | NOON TO 10 P.M.
19TH AND LIBERTY STREETS

The annual celebration of Allentown's West End returns -- filled with finger lickin' food, beer and wine, free music, and kids' activities.

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Proceeds benefit West End Alliance & neighborhood beautification



Muhlenberg College Highly Ranked by Princeton Review

High Princeton Review rankings based on surveys of current college students

In August 2025, Muhlenberg College was named one of the Best 391 Colleges in the country by *The Princeton Review*. Muhlenberg also ranked highly on several other Princeton Review lists, which recognized the college's prowess in the powerful mid-Atlantic region, as well as its top theatre program, great campus food, and sustainability efforts. The tutoring, test prep, and college

admissions services company also recognized Muhlenberg for its high return on investment (ROI) with a Best Value College ranking this past spring.

The Princeton Review's rankings are based on surveys of 170,000 current college students, who rate their own colleges on dozens of topics and experiences, including academics, administration, and their personal life at the college.

Muhlenberg College's Princeton Review Rankings

- Best 391 Colleges
- Best Mid-Atlantic Colleges
- Best Value Colleges
- Best College Theater #6
- Best Campus Food #19
- Top 50 Green Colleges #32

"The colleges we profile in our 'Best Colleges' book are a truly select group. They constitute only about 15% of America's nearly 2,400 four-year institutions," said Rob Franek, editor-in-chief of *The Princeton Review* and the book's lead author. "The colleges that make our ranking lists do so entirely as a result of their own students' opinions of them. We don't rank colleges based on our opinion of them nor would we crown a school 'best' overall. It is what the students attending the colleges in this book tell us about their experiences at their schools that determines on which lists the schools appear in our book. Our goal since day one on this project has been to provide multiple resources to help college applicants answer what is for

most the toughest question in their journey to college, 'Which college is best for me?'"

"*The Best 391 Colleges*" is one of more than 150 books developed by *The Princeton Review* and published by Penguin Random House. Other college-related books in the line include "*College Admission 101*" (2022), "*Essays That Kicked Apps*" (2023), and "*Paying for College*" (coming Sept. 16, 2025).

Founded in 1848, Muhlenberg is a highly selective, four-year residential, liberal arts college in the city of Allentown, Pa., with nearly 2,000 bachelor's and master's degree-seeking students. The college's curriculum and experiences are designed to open doors to new ideas, discoveries, friendships and a lifetime of personal and intellectual growth. ■

THE REGION'S FIRST & ONLY MEDICAL SCHOOL



Maya Kunsman - Class of 2028
Allentown, PA
Emmaus High School
Muhlenberg College



Temple/St. Luke's student Maya Kunsman recalls the day, prior to medical school, when she was shadowing in the Emergency Department and a patient interaction made an indelible impression on her. "Watching a patient light up when he realized someone could speak his language and communicate with him, I saw that twinkle in his eye and how much that moment meant to him. It really hit me." Now, training to treat the community she lives in, she's more aware than ever that human emotion and connection are a big part of medicine. "We get to interact with patients at the rawest level," she says. "We get to experience all levels of human emotion."

sluhn.org/SOM

