



THE RISING TIDE

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FOR YOUR INFORMATION...

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RISING TIDE MAKES LOANS TO TWO VALLEY ENTERTAINMENT BUSINESSES

Children's Play Center and Entertainment Facility for Tweens and Teens receive total of \$45,000 from Microlender

Two small businesses are recipients of loans from Rising Tide Community Loan Fund. Combined, the two loans total \$45,000.

Jungle Fun, LLC, a play center for toddlers and children, with an existing location in South Whitehall Township, has opened a second location in Bethlehem. The new center, located at 3817 Nazareth Pike, is available for drop-in play-time as well as party rentals. The facility features a soft structure play unit with web crawls, rope bridges, obstacle courses, cushioned stairs and slides, as well as a rock climbing wall designed for children as young as 3 years old. Proprietors Al and Theresa Nieves' approach to safe and fun play-time results in an inviting environment that suits the needs of both parents and children. Private rentals are available for birthday parties of up to 50 children. Rising Tide provided a \$20,000 loan to Jungle Fun for equipment purchases.

Studio Fun, Inc., a new party and entertainment center, has opened in Nazareth. Located at 101-103 South Main Street, Studio Fun is an activity-packed party center for tweens, teens and the young at heart. Owners Jose and Michelle Planten offer activities including dancing, photo shoots, a karaoke room where party-goers can record their own CD, a music video making room, Dance Dance Revolution™, and DJ lessons. Studio Fun's policies of no profanity and no smoking set their facility apart from dance clubs where teen parties take place. Customers may choose from a variety of party packages to suit their needs. Studio Fun received a \$25,000 loan from Rising Tide for leasehold improvements and working capital.

Rising Tide Community Loan Fund was created by the Community Action Committee of the Lehigh Valley to extend credit to entrepreneurs located in communities where resources and opportunities for growth are limited. Funds can be used for equipment, marketing costs, inventory, working capital and lease-hold improvements. Its terms are flexible. Businesses also have access to extensive technical assistance, including one-on-one assistance from Rising Tide, and a complete, multi-week entrepreneurial training program, called "Start Your Business," that is provided by the Community Action Development Corporation of Allentown in the city's downtown and the Community Action Development Corporation of Bethlehem on the Southside.

The agency has made 44 microloans totaling over \$675,000 since its inception; the current portfolio of 25 loans includes over \$319,000 in outstanding balances.

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