



## **MEDIA ALERT!**

### **MONDAY, JULY 3 WAWA WELCOME AMERICA FREE FESTIVAL EVENTS: FREE MUSEUM DAYS, HISTORIC DISTRICT BLOCK PARTY, POPS ON INDEPENDENCE CONCERT, PHILLY @ THE MOVIES, & SAND SCULPTURE SPECTACULAR**

**WHAT:** **[Free Museum Day at The Charles L. Blockson Afro-American Collection at Temple University](#)**

The Charles L. Blockson Afro-American Collection at Temple University will be offering free admission on July 3<sup>rd</sup> as part of Wawa Welcome America's free museum days. This collection of over 600,000 pieces is one of the nation's leading research facilities for the study of African American history. It includes books, manuscripts, journals, photos and much more!

**WHEN:** **July 3, 9 a.m. – 6 p.m.**

**WHERE:** Sullivan Hall at Temple University, 1330 W Polett Walk, Philadelphia PA 19122

**MEDIA**

**CONTACT:** Dr. Diane D. Turner [ddturner@temple.edu](mailto:ddturner@temple.edu)

**TV PARKING:** TV Parking has not been coordinated through Welcome America for this event. Please contact The Charles L. Blockson Afro-American Collection directly for broadcast truck parking.

**WHAT:** **[Free Museum Day at National Liberty Museum](#)**

As part of Wawa Welcome America's free museum days, the National Liberty Museum will be offering free admission all day on July 3<sup>rd</sup>. Visitors will have access to interactive exhibits, contemporary art, and stories of heroes in eight galleries throughout the museum.

**WHEN:** **10 a.m. – 5 p.m.**

**WHERE:** National Liberty Museum, 321 Chestnut St, Philadelphia, PA 19106

**MEDIA****CONTACT:** Sherry Hawk [shawk@libertymuseum.org](mailto:shawk@libertymuseum.org)**TV PARKING:** Front of the building, near main entrance**WHAT:** **Philadelphia's Historic District Block Party**

On July 3<sup>rd</sup>, Philadelphia's Historic District Block Party returns with a lineup of activities, entertainment, crafters, and food. Artists will be creating works of art on the Artist's Stage while pop up performances will be held from a Dixieland band, barbershop quartet, and fife and drum corps on the Musical Performance Stage. The Kimmel Center for Performing Arts will also grace the stage with a celebration of musical theater "Broadway Philadelphia on Independence Mall." Performances will preview the 2017-2018 Broadway Philadelphia season and include *Wicked*, *The Phantom of the Opera*, *Les Misérables*, *STOMP*, *The Color Purple*, *Aladdin*, and more. All visitors can enjoy free samples of Wawa's refreshing smoothies at the Wawa Smoothie Shack.

**WHEN:** 12 p.m. – 7 p.m.**WHERE:** Independence Mall, 5th & 6th Streets between Chestnut & Market Streets**MEDIA****CONTACT:** Kellianne Nicholas [press@welcomeamerica.com](mailto:press@welcomeamerica.com)**TV PARKING:** Both sides of 5th Street, between Market and Arch streets. **NO DRONE ZONE****WHAT:** **POPs on Independence**

The Philly POPS will return for its annual free July 3<sup>rd</sup> performance at Independence Hall. The 65-piece orchestra, led by Director Michael Krajewski will perform current and patriotic tunes such as "Let it Go" (Frozen), a Sinatra medley, "Philadelphia Freedom," "America the Beautiful," and "Service Salute." The POPS will be joined by two special guests: vocalist and pianist, Tony DeSare, and *Hamilton* star, Mandy Gonzalez. The performance will be aired on NBC10 and Telemundo62 at 7 p.m.

**WHEN:** 7 p.m. – 9 p.m.**WHERE:** Independence Hall, Chestnut St between 5th & 6th Streets**MEDIA****CONTACT:** Kellianne Nicholas [press@welcomeamerica.com](mailto:press@welcomeamerica.com)**TV PARKING:** Both sides of 5th Street, between Market and Arch streets **NO DRONE ZONE**

**WHAT:** **Philly @ the Movies: SING**

A free screening of Universal Studios & Illumination's *SING* will be held at Franklin Square from 9 – 11 p.m. on July 3<sup>rd</sup>. The movie stars the well-known voices of Matthew McConaughey, Reese Witherspoon, Seth MacFarlane and Scarlett Johansson.

**WHEN:** **9 p.m. – 11 p.m.**

**WHERE:** Franklin Square, 200 6th St., Philadelphia, PA 19106

**MEDIA**

**CONTACT:** Heather Kincade [heather@HistoricPhiladelphia.org](mailto:heather@HistoricPhiladelphia.org)

**TV PARKING:** **Curb lane on 6th Street, between Race and Vine Streets**

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**WHAT:** **Sand Sculpture Spectacular**

Thirty-two tons of sand were transformed into life-size sand sculptures depicting historical figures and Philadelphia icons displayed at the Rotunda at The Shops at Liberty Place now through the month of July.

**WHEN:** **9:30 a.m. – 7 p.m.**

**WHERE:** The Shops at Liberty Place - 1625 Chestnut St, Philadelphia, PA 19103

**MEDIA**

**CONTACT:** Kellianne Nicholas [press@welcomeamerica.com](mailto:press@welcomeamerica.com)

**TV PARKING:** **Street parking: Chestnut or Market streets, between 16th and 17th streets, in curb lane. TV Parking has not been coordinated through Welcome America for this event. Please contact The Shops at Liberty Place directly for additional details.**

**About Welcome America, Inc.**

Welcome America, Inc. is a 501c3, non-profit organization in public-private partnership with the City of Philadelphia. Welcome America, Inc.'s mission is to promote American history, education and Philadelphia. The organization seeks to enhance the resident and visitor experience through citywide events that provide an economic boost to the local economy. Moving forward, Welcome America, Inc. will produce and assist in the growth of select city events year-round that can increase awareness of Philadelphia as an event destination.

Founded in 1993, Welcome America, Inc. celebrates its 25<sup>th</sup> year in 2017. Welcome America, Inc. produces the annual *Wawa Welcome America* festival, the nation's premier July 4<sup>th</sup> celebration in the birthplace of our nation. Philadelphia's July 4th festival – *Wawa Welcome America* – is a multi-day citywide festival with 50 FREE events including one of America's most inclusive free Independence Day

concerts, multiple world-class fireworks displays, outdoor movie screenings, free museum days, community events and more.

*Wawa Welcome America* is presented by Title Partner, Wawa, Inc. and presenting Broadband Communications Partner Comcast NBCUniversal with NBC10 and Telemundo62 as the local broadcast partners. With additional support by the City of Philadelphia, Live Nation and Philadelphia International Airport.

For more information, visit [www.welcomeamerica.com](http://www.welcomeamerica.com). Join the conversation at:

- Facebook – [www.facebook.com/WawaWelcomeAmerica](http://www.facebook.com/WawaWelcomeAmerica)
- Twitter – [www.twitter.com/July4thPhilly](http://www.twitter.com/July4thPhilly)
- Instagram – [www.instagram.com/July4thPhilly](http://www.instagram.com/July4thPhilly)

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