



City of
Philadelphia

MEDIA ALERT!

**TUESDAY, JULY 4 WAWA WELCOME AMERICA FREE FESTIVAL EVENTS:
CELEBRATION OF FREEDOM CEREMONY, THE UNITED STATES OF AMERICA'S
INDEPENDENCE DAY PARADE, PARTY ON THE PARKWAY, ENTERTAINMENT ON
INDEPENDENCE MALL, NATURALIZATION CEREMONY, JULY 4TH CONCERT &
FIREWORKS, FREE MUSEUM DAYS, & SAND SCULPTURE SPECTACULAR**

WHAT: Free Museum Day at the Philadelphia History Museum

Visitors can enjoy free admission to the Philadelphia History Museum on July 4 as part of Wawa Welcome America's Free Museum Days. The museum's collections and exhibits reflect Philadelphia's history and diversity.

WHEN: 10:30 a.m. – 4:30 p.m.

WHERE: Philadelphia History Museum - 15 S. 17th Street, Philadelphia, PA 19106

MEDIA

CONTACT: Kelly Murphy - kelly.murphy@philadelphiahistory.org

WHAT: Free Museum Day at National Museum of American Jewish History

The National Museum of American Jewish History is offering free admission on July 4 as part of Wawa Welcome America's Free Museum Days. Visitors will experience 360 years of American Jewish history community through spotlight talks, story times, and arts and crafts.

WHEN: 10 a.m. – 5 p.m.

WHERE: National Museum of American Jewish History - 101 S. Independence Mall E., Philadelphia, PA 19106

MEDIA

CONTACT: Jennifer Isakowitz - mediarelations@nmajh.org

WHAT: **Celebration of Freedom Ceremony**

Join Honorable James F. Kenney, Mayor of the City of Philadelphia, and City Representative Sheila Hess on the morning of July 4th for a patriotic ceremony at Independence Hall. Mayor Kenney will present the Magis Award to Philadelphia Hometown Hero Ralph Galati. Boyz II Men's Shawn Stockman will join The Philly POPS BIG Band in a special reading of an excerpt from the Declaration of Independence. The Wawa Foundation Hero Award will be presented by the Wawa Foundation to a Philadelphia non-profit organization.

The United States Of America's Independence Day Parade

The annual **United States of America's Independence Day Parade** will be held from **11 a.m. – 12 p.m.** at Independence Mall. 4,000 participants will parade through Historic Philadelphia during this year's patriotic parade. For the full parade route visit <https://welcomeamerica.com/event/independence-day-parade/>.

WHO:

Honorable James F. Kenney, Mayor of the City of Philadelphia
City Representative Sheila Hess
Philly POPS BIG Band
Councilman Kenyatta Johnson
Councilman Mark Squilla
City Council
Boyz II Men Members Shawn Stockman, Wanya Morris, Nathan Morris
Chris Gheysens, President & CEO of Wawa Inc.
Jay Culotta, President of the Wawa Foundation

WHEN:

Celebration of Freedom Ceremony - 10 a.m. – 11 a.m.
The United States Of America's Independence Day Parade - 11 a.m. – 12 p.m.

WHERE:

In front of Independence Hall – 6th & Chestnut Streets

MEDIA

CONTACT: Randy Giancaterino
randy.giancaterino@phila.gov
215-901-2770

MEDIA AREA**AND CHECK-IN:**

(Press Credentials for the ceremony and parade will be distributed there and then): North side of 500 block of Chestnut Street. Media Area: The media riser and media seating will be in an enclosed media section on the north side of the 500 block of Chestnut St. Media check-in is inside the media area. (125-foot throw).

TV PARKING: Beginning 7 a.m., east side of 6th St., between Ranstead and Market streets, (the closest and) just north of Ranstead Street. TV vehicles can line up behind procession of production vehicles of event broadcast sponsor, NBC10/Telemundo62. NOTE: For most of the daylong activities in the historic district, TV vehicles can park here.

ADDITIONAL**INFO:**

No-Drone Zone and No helicopter activity prior and during events for Celebration of Freedom Ceremony, 10 a.m. to 11 a.m., and concert & fireworks on the Ben Franklin Parkway, 7 p.m. to 10:15 p.m.

WHAT:**6th Annual Birthday Party**

On the morning of July 4, beginning at 9:00 a.m., a five-tier cake will be decorated and 2,500 cupcakes displayed in the shape of an American flag. At 1:00 p.m., when decoration of the cake is complete, Betsy Ross, accompanied by a fife and drum, will lead the crowd in singing "Happy Birthday" and cut the cake to celebrate our nation's 241st birthday. Termini Bros. Bakery will serve the cake and cupcakes to the public for FREE. First come, first served.

WHEN: 1 p.m. – 3 p.m.

WHERE: Independence Visitor Center - 6th Street & Market Street

MEDIA

CONTACT: Tiffany Weber - tweber@phlvisitorcenter.com

TV PARKING: Beginning 7 a.m., east side of 6th St., between Ranstead and Market streets, (the closest and) just north of Ranstead Street. TV vehicles can line up behind procession of production vehicles of event broadcast sponsor, NBC10/Telemundo62. NOTE: For most of the daylong activities in the historic district, TV vehicles can park here.

WHAT: **Entertainment on Independence Mall**

Independence Mall will host free entertainment from 1 – 5 p.m. Visitors can explore Historic Philadelphia at a number of sites including Independence National Historical Park, the Liberty Bell Center, Independence Hall, Congress Hall, the New Hall Military Museum, Franklin Court, the Bishop White House and the Graff House – all for free!

WHEN: 1 p.m. – 5 p.m.

WHERE: Independence Mall - 5th Street & Market Street

MEDIA

CONTACT: Kellianne Nicholas - press@welcomeamerica.com

TV PARKING: Beginning 7 a.m., east side of 6th St., between Ranstead and Market streets, (the closest and) just north of Ranstead Street. TV vehicles can line up behind procession of production vehicles of event broadcast sponsor, NBC10/Telemundo62. NOTE: For most of the daylong activities in the historic district, TV vehicles can park here.

WHAT: **Flaghouse Chapter NSDAR's Children's Naturalization Ceremony**

Thirteen newly naturalized American children will take the Oath of Allegiance at the Betsy Ross House on our nation's birthday.

WHO: Honorable James F. Kenney, Mayor of the City of Philadelphia

WHEN: 1:30 p.m. – 2:30 p.m.

WHERE: Betsy Ross House - 239 Arch Street, Philadelphia, PA 19106

MEDIA

CONTACT: Lisa Acker Moulder - lisa@betsyrosshouse.org

TV PARKING: Beginning 7 a.m., east side of 6th St., between Ranstead and Market streets, (the closest and) just north of Ranstead Street. TV vehicles can line up behind procession of production vehicles of event broadcast sponsor,

NBC10/Telemundo62. NOTE: For most of the daylong activities in the historic district, TV vehicles can park here.

WHAT: **Party on the Parkway**

Following the Independence Day Parade, along the Benjamin Franklin Parkway guests can enjoy five blocks of free entertainment, food and fun for the whole family. An interactive kids area will feature the Strider Bikes obstacle course, a zip line and other games. Guests can bring their pets to the Amtrak All Aboard Pet Zone. For those 21+, enjoy cold brews and Barefoot wine at one of the featured pop-up beer gardens. At 1 p.m., KIDZ BOP Kids will take the stage to perform a free live concert on the Parkway. Guests can also interact with fun activations from the US Army and enjoy free entertainment on the PA Lottery Groove Stage. Ditch your keys and Uber to one of our events. New users get \$15 off their first trip with code WELCOMEAMERICA.

WHEN: **12 p.m. – 10 p.m.**

WHERE: 20th St. and Eakins Oval on the Ben Franklin Parkway

MEDIA

CONTACT: Kellianne Nicholas - press@welcomeamerica.com

TV VEHICLE PARKING

(ONLY): Only available for authorized **pre-approved** marked TV vehicles, at north curb lane of Eakins Oval, between **Spring Garden St. and 23rd Streets** (closer to Spring Garden Street between pole signage markers labeled: **CD-3**). Approved vehicles should begin parking at **12:30 p.m. (through 1:15 p.m. only)** at the Eakins Oval location, but first must enter at designated **Security Checkpoint at 25th Street and Kelly Drive. IMPORTANT: See Security Entry checkpoint details below.**

WHAT: **Wawa Welcome America July 4th Concert and Fireworks**

Mary J. Blige is the headliner of this year's **Wawa Welcome America July 4th Concert**. This year's concert will also honor Philadelphia's own Boyz II Men and feature guest performers The Philly POPS, Tony DeSare, Mandy Gonzalez, and Luis Figueroa. Guests can enjoy food trucks, beer gardens and other fun activities

along the Parkway. The concert will begin promptly at **7 p.m.** on the Benjamin Franklin Parkway.

Following the concert at **9:30 p.m.**, the **Wawa Welcome America July 4th Fireworks** display will be held over the Philadelphia Museum of Art. The sky will light up red, white and blue in honor of our nation's birthday. The show will be aired on NBC10 and Telemundo62.

WHO: Mary J. Blige
Boyz II Men
Philly POPS BIG Band
Mandy Gonzalez
Tony DeSare
Luis Figueroa

WHEN: **Wawa Welcome America July 4th Concert - 7 p.m. – 9:30 p.m.**
Wawa Welcome America July 4th Fireworks - 9:30 p.m.

WHERE: 2451 Benjamin Franklin Parkway, Philadelphia, PA 19130

MEDIA

CONTACT: Melanie Sole
Melanie@cashmanandassociates.com
856-261-8569

TV VEHICLE PARKING

(ONLY): Only available for authorized **pre-approved** marked TV vehicles, at north curb lane of Eakins Oval, between **Spring Garden St. and 23rd Streets** (closer to Spring Garden Street between pole signage markers labeled: **CD-3**. Approved vehicles should begin parking at **12:30 p.m. (through 1:15 p.m. only)** at the Eakins Oval location, but first must enter at designated **Security Checkpoint at 25th Street and Kelly Drive**. **IMPORTANT:** See Security Entry checkpoint details below.

MEDIA AREA/

CHECK-IN/

ADDITIONAL INFO:

(Press Credentials for the concert/fireworks will be distributed there):
Concert check-in officially opens at **4:30 p.m.** next to north curb lane of Eakins Oval, between Spring Garden and 23rd streets, on the Benjamin Franklin Parkway (on grass area), for the start of the concert. **The area is labeled D-3**, with a pole sign or marker.

12:30 p.m. to 1:15 p.m. - TV Press Arrival Times **(TV ONLY)**

4:00 p.m. – Non-TV Press Arrival Time

7:00 p.m. – Concert Start Time

9: 30 p.m. - Fireworks Estimated Start

SECURITY ENTRY CHECKPOINT FOR TV VEHICLES FOR PARKWAY ACTIVITIES (BOTH FOR PARTY ON THE PARKWAY AND THE CONCERT/FIREWORKS):

- TV vehicles and news radio headed to the Parkway initially must enter at **security checkpoint at 25th Street and Kelly Drive**. Vehicles will be screened promptly from 12:30 p.m. to 1:15 p.m. Vehicles will not be granted access after 1:15 pm.
- All vehicles are subject to security screening, and drivers must present photo identification.
- Once vehicles park in designated lane (on north side of Eakins Oval between Spring Garden and 23rd streets), they must remain at Eakins Oval. No movement of TV vehicles will be allowed on the Parkway.
- No vehicles may leave during shift changes. New staff members covering the activities can be dropped off at the security checkpoint at 25th Street and Kelly Drive, but no new vehicles will be admitted after 1:15 p.m.
- All general (non-TV media) advised to walk, park in public lots or legally on the street.
- Please proceed with caution in the Parkway vicinity.

Concert Access: Pre-approved official 2017 **Wawa Welcome America** media credential is required. Visual press will be escorted to designated area and have access to photograph parts of the concert.

Media Platform Location: Platform angled parallel to main stage (180-foot throw). Still photographers please bring long lens. Further direction will be provided onsite.

NO-DRONE ZONE/HELICOPTER ACTIVITY PRIOR TO OR DURING EVENT.

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

TV PARKING: Street parking: Chestnut or Market streets, between 16th and 17th streets, in curb lane.

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 25th year in 2017. Welcome America, Inc. produces the annual *Wawa Welcome America* festival, the nation's premier July 4th 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. Join the conversation at:

- Facebook – www.facebook.com/WawaWelcomeAmerica
- Twitter – www.twitter.com/July4thPhilly
- Instagram – www.instagram.com/July4thPhilly

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