



MEDIA ALERT!

SATURDAY, JULY 1 WAWA WELCOME AMERICA FREE FESTIVAL EVENTS: FREE MUSEUM DAYS, PERFORMANCES IN PUBLIC SPACES, WELLS FARGO COMMUNITY DAY, GO 4TH & LEARN, RED, WHITE & BREW FEST, THE FOOD TRUST'S NIGHT MARKET, PHILLY @ THE MOVIES, CONCERT AND FIREWORKS, & SAND SCULPTURE SPECTACULAR

WHAT: **Free Museum Morning at One Liberty Observation Deck**
From 8 – 11 a.m., One Liberty Observation Deck will open early to offer free admission to the first 500 guests as part of Wawa Welcome America's free museum days. Kick off the July 4th weekend by viewing Philly From The Top!

WHEN: **July 1, 8 a.m. – 11 a.m.**

WHERE: 1650 Market Street, #5700, Philadelphia, PA 19103

MEDIA

CONTACT: Eric Michael - eric@ericmichaelpr.com

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

WHAT: **Free Museum Day at African American Museum in Philadelphia**
As part of Wawa Welcome America's free museum days, the African American museum will be offering all-day free admission on July 1st. The museum is the first major African American institution in the United States to display the life of African Americans. With admission, visitors will have access to Audacious Freedom: African Americans in Philadelphia 1776 – 1876, which recounts the stories of African Americans in Philadelphia over these years. This exhibit is presented by PECO.

WHEN: **10 a.m. – 5 p.m.**

WHERE: African American Museum in Philadelphia - 701 Arch Street, Philadelphia, PA 19106

MEDIA

CONTACT: Kellianne Nicholas – press@welcomeamerica.com

TV PARKING: On 7th Street near Arch Street

WHAT: [Performances in Public Spaces](#)

There will be citywide free performances during the afternoon of July 1st as the Office of Arts, Culture and the Creative Economy & Wawa Welcome America host an afternoon of Performances in Public Spaces. Ten neighborhoods across Philadelphia will showcase family friendly performances ranging from cultural experiences to dancing and storytelling. Below is a full schedule of performances.

WHEN: 12 p.m. – 1 p.m.

WHERE:

- **Arpeggio Jazz Ensemble (12pm) - Headhouse Shambles**
200 Pine St.
- **Kyo Daiko Drumemrs (12pm) - Marconi Plaza**
13th St. & Oregon Ave.
- **Penn band (12 pm) - Clark Park**
S. 43rd St.& Baltimore Ave.
- **Jazz bridge presents Eric Michael quartet (12 pm) - Laurel Hill Mansion**
7201 Randolph Dr.
- **Hip hop fundamentals (12pm) - Palmer Park**
Frankford Ave. & E. Palmer St.
- **Sweetbriar rose (12 pm) - Campbell Square**
2535 E. Allegheny Ave.
- **Project capoeira (2pm) - Fairhill Square Park**
4th & W. Huntingdon St.
- **Jazz bridge presents rhenda fearrington (12pm) - Ryerss Museum porch**
7370 Central Ave
- **Jazz on the green (3-7pm) - Fisher Park**
571 W. Spencer S
- **First person arts (6 pm) - Vernon Park**
5800 Germantown Ave

MEDIA

CONTACT: Kellianne Nicholas – press@welcomeamerica.com

WHAT: [Wells Fargo Citywide Community Day](#)

Wells Fargo will present Citywide Community Day on July 1st during Wawa Welcome America. The afternoon will feature Performances in Public Spaces – ten citywide popup performances ranging from cultural experiences to dancing, hosted by the Office of Arts, Culture, and the Creative Economy – as well as the debut of the Philadelphia World Heritage Coloring Book created by Global Philadelphia. The African American Museum

will be open for free admission all day ending the night with fireworks on the Delaware River Waterfront.

WHEN: 12 p.m. – 1 p.m.

WHERE: Multiple locations, citywide

MEDIA

CONTACT: Kellianne Nicholas - press@welcomeamerica.com

WHAT: **PECO's Go 4th & Learn at Fairhill Square**

An entertaining and educational afternoon for kids, presented by PECO, will feature performances, lessons, educational activities and more. Beneficial Bank will host special activities for children and adults alike to learn about money. During story time with a special guest reader, 500 children will receive a free book, courtesy of Books in Homes.

WHEN: 2 p.m. – 4 p.m.

WHERE: Fairhill Square - 4th Street & W. Lehigh Street

MEDIA

CONTACT: Kellianne Nicholas - press@welcomeamerica.com

TV PARKING: Curb lane around perimeter of park.

WHAT: **Red, White & Brew Fest**

SugarHouse Casino will host an evening of food, drinks and entertainment on the waterfront from 4 – 8 p.m., followed by a fireworks display at 9:30 p.m. Mo Lowda & the Humble, a Philadelphia home-grown band, will provide entertainment for the night.

WHEN: 4 p.m. – 8 p.m.

WHERE: SugarHouse Casino - 1001 N Delaware Avenue, Philadelphia, PA 19125

MEDIA

CONTACT: Kellianne Nicholas – press@welcomeamerica.com

WHAT: **The Food Trust's Night Market Spruce Hill**

The Night Market Philadelphia has partnered with Welcome America to bring together the community for a night of local street eats and live music. The Night Market features food trucks of all cultures and from local entrepreneurs around the city.

WHEN: 6 p.m. – 10 p.m.

WHERE: 40th & Walnut Streets

MEDIA

CONTACT: Monica Lo - mlo@thefoodtrust.org

TV PARKING/

ADDITIONAL INFO: No designated section, but there are public lots in the area: Walnut 38 Parking Garage, 119 S. 38th St., and LAZ Parking, at corner of 39th and Market streets. **NO DRONE ZONE!**

WHAT: **Penn's Landing Concert Pershing's Own-US Army Band**

The US Army Band "Pershing's Own" will have a free performance on the Great Plaza at Penn's Landing, featuring new and old hits as well as patriotic tunes. Following the performance will be a Philly-centric fireworks show.

WHEN: 8 p.m. – 9:30 p.m.

WHERE: Penn's Landing at the Delaware River Waterfront,
101 S Christopher Columbus Blvd, Philadelphia, PA 19106

MEDIA

CONTACT: Liz Schiller - lschiller@drwc.org

MEDIA CHECK-IN: Chestnut Street entrance at Penn's Landing/ Great Plaza/Chestnut Street

TV PARKING/

ADDITIONAL INFO: River Rink overpass above the area of the Penn's Landing outdoor parking lot closest to Great Plaza main gate. **NO DRONE ZONE!**

WHAT: **St. Christopher's Hospital for Children's Philly @ the Movies supported by CHIP**

When the sun goes down, the screens go up. Enjoy a free screening under the stars of the movie Rogue One: A Star Wars Story.

WHEN: 8 p.m. – 11 p.m.

WHERE: Vernon Park - 5800 Germantown Avenue, Philadelphia, PA 19144

MEDIA

CONTACT: Kellianne Nicholas – press@welcomeamerica.com

TV PARKING: Vernon Park, 5798 Germantown Ave., Germantown 19144

WHAT: **Fireworks**
A fireworks show will be presented by Jerry Blavat, choreographed to the songs of artists from the tri-state area: American Bandstand, Bon Jovi, the Jonas Brothers, Boyz II Men, and Patti LaBelle. The fireworks can be viewed from one of our featured viewing areas: Great Plaza at Penn's Landing, Moshulu and One Liberty Observation Deck.

WHEN: **9:30 p.m. – 10: p.m.**

WHERE: Delaware River Waterfront

MEDIA

CONTACT: Liz Schiller - lschiller@drwc.org

MEDIA

CHECK-IN: Chestnut Street entrance at Penn's Landing/ Great Plaza/Chestnut Street

TV PARKING/

ADDITIONAL INFO: River Rink overpass above the area of the Penn's Landing outdoor parking lot closest to Great Plaza main gate. **NO DRONE ZONE!**

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. 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 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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