



**MR. WORLDWIDE, GRAMMY® WINNING GLOBAL SUPERSTAR PITBULL TO HEADLINE
PHILADELPHIA'S FREE JULY 4TH CONCERT AT THE WAWA WELCOME AMERICA FESTIVAL**

The Philly POPS® Big Band with Guest Star Tony and Grammy Award Winning Heather Headley

Philly's Largest July 4th Fireworks Show In A Decade

FOR IMMEDIATE RELEASE, Philadelphia, PA (APRIL 9, 2018) – Welcome America, Inc. announces Grammy® winning global superstar, business entrepreneur and community icon **Pitbull** will headline the **Wawa Welcome America July 4th Concert** for the first time. Pitbull has number one hits in over 15 countries, nine billion YouTube/VEVO views, 70 million single sales and six million album sales.

Also starring in the **Wawa Welcome America July 4th Concert** will be Grammy Award Artist **Heather Headley**, and **The Philly POPS® BIG Band**. Philadelphia's July 4th concert--produced by Live Nation Philadelphia-- is just one of the 50 free events planned for the **2018 Wawa Welcome America** seven-day festival (Thursday, June 28 through Wednesday, July 4).

The **Wawa Welcome America July 4th Concert and Fireworks** will be held on Wednesday, July 4th. The event is free, open to the public and begins at 7:00 p.m. The event will be held on the iconic Benjamin Franklin Parkway in Philadelphia for the 26th consecutive year. NBC10 will broadcast the **Wawa Welcome America July 4th Concert and Fireworks** live in its entirety in primetime from 7:00 p.m. to 10:00 p.m.

Wawa Welcome America is presented by the City of Philadelphia, title partner Wawa, Inc., Comcast NBCUniversal with NBC10 and Telemundo62 as the local broadcast partners, Visit Philadelphia, Live Nation and Philadelphia International Airport. Information on the other 49 free events planned for the 2018 Wawa Welcome America festival will be announced in May.

Pitbull

From Mr. 305 to Mr. Worldwide, Armando Christian Perez, aka Pitbull, rose from the streets of Miami to exemplify the American Dream and achieve international success. Born to Cuban-American expatriates, Pitbull lives by the motto "turn a negative into a positive," and this mindset has instilled in him a tenacity that fuels his drive for success. Initially inspired to pursue his music dream by one of his high school teachers, Pitbull also understands the impact that education can make in one's life.

The Philly POPS® BIG Band

The Philly POPS® BIG Band returns to the **Wawa Welcome America July 4th Concert**. They will be joined by Tony and Grammy Award Winning R&B, Gospel and Broadway Star **Heather Headley**, and R&B singers **Tiffany Jones, Alita Moses, and Desahanna Wooden**.

Tony and Grammy winner, R&B hit maker, and international singing sensation, **Heather Headley** is the original Nala from *The Lion King* on Broadway, the Tony-winning star of *Aida* and the Laurence Olivier Award nominee for her star turn in *The Bodyguard* musical. She has recently toured with Andrea Bocelli and performed locally last December at the Wells Fargo Center. Heather Headley will also perform on Tuesday, July 3rd at the POPS on Independence concert. Her July 3 and July 4 performances will preview a one-night-only show at The Kimmel Center on October 12 – The Philly POPS presents Heather Headley's Broadway My Way.

The Philly POPS celebrates its 40th Anniversary with the 2018-19 concert season. The POPS first performed during Independence Week with the City of Philadelphia in July 1980. The POPS 40th is dedicated to the rich tapestry of Philadelphia's popular music and to the Philadelphia musicians, both past and present, who have made this music resonate through time. The POPS will celebrate with specific moments from the last 40 years of the POPS itself and will also continually feature performances that are connected to that history, often showcasing artists and music with hometown roots.

Fireworks

The July 4th Concert will end with Philly's largest *Wawa Welcome America* fireworks show in more than a decade. Produced by Pyrotechico and Comcast, the show will feature new special effects and a soundtrack dedicated to love.

Broadcast and Streaming

NBC10 will broadcast the *Wawa Welcome America July 4th Concert and Fireworks* live during primetime in its entirety from 7:00 p.m. to 10:00 p.m. on Wednesday, July 4th. NBC10's coverage of the concert will be simulcast on Cozi TV and TCN, as well as in Spanish on TeleXitos from 7:00 p.m. to 10:00 p.m. The free concert will also be live streamed on www.nbcphiladelphia.com and www.telemundo62.com and can be viewed on any screen – TV, iPad or tablet, smartphone, etc. Comcast NBCUniversal is the presenting media partner of the festival providing exclusive service ranging from broadcast to communications.

Wawa Welcome America

For 26 years, Welcome America, Inc. has produced the annual *Wawa Welcome America* multi-day festival celebrating American history, education and Philadelphia. Additional entertainment, festival information and details about dozens of free events for 2018 will be announced in the coming weeks. Visit www.welcomeamerica.com to learn more, and join the conversation at:

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

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. may produce and assist in the growth of select city events year-round.

About Live Nation Entertainment

Live Nation Entertainment is the world’s leading live entertainment company comprised of global market leaders: Ticketmaster.com, Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship. For additional information, visit www.livenation.com/investors.

About The Philly POPS

The Philly POPS, the largest standalone pops orchestra in the United States, delights audiences with the inspired performance of American popular music. The POPS celebrates this distinctive musical heritage through an expanding repertoire of innovative concert presentations and a robust set of educational and engagement initiatives.

Now in its 39th season, the official POPS orchestra of Pennsylvania serves a consistently growing audience of over 150,000 annually. Music Director Michael Krajewski and the 65-piece Philly POPS orchestra keeps listeners tapping their toes to an impressive repertoire of songs from American traditions of music up through today’s chart toppers. The Philly POPS BIG Band, an 18-20 piece ensemble performing a rock and rhythm and blues repertoire , premiered in 2017 to enthusiastic response at the July 4 *Welcome America* Concert on the Parkway.

Outside the concert hall, *Salute Series* performances – including POPS on Independence on July 3 and the *I’ll Be Home for Christmas: A Salute to the Military and First Responders* concert – celebrate the American tradition of service around important national holidays; *POPS in Schools* enhances music education for Philadelphia School District students; and *POPS Outside* brings POPS music to local communities.

The Philly POPS performs as a founding resident company of The Kimmel Center for the Performing Arts, and at venues throughout the mid-Atlantic region.

###

Media Contact:

Melanie Sole
Cashman & Associates for Welcome America, Inc.
melanie@cashmanandassociates.com
215-627-1060 (o)
856-261-8569 (m)

WAWA WELCOME AMERICA QUOTES:

Mayor Jim Kenney

The *Wawa Welcome America July 4th Concert* continues to grow into a fantastic entertainment experience from year to year. I’m excited to welcome superstar Pitbull to our great city, as well as the other renowned artists, and I am excited to host such a diverse and appealing line-up for the free concert.

Welcome America, Inc. President & CEO Jeff Guaracino

This year will really be a ‘Party on the Parkway’ with Pitbull's music and positive energy. His inspirational story, positive message and worldwide appeal make him an ideal headliner for *Wawa Welcome America’s July 4th Concert*. His music brings all of us together.

NBC10 and Telemundo62 President & General Manager Ric Harris

Through NBC10 and Telemundo62's extensive coverage of *Wawa Welcome America* on multiple platforms, we are bringing Philadelphia's iconic celebration of the Independence Day holiday to our viewers in whatever format suits their lifestyle – on air, online, on mobile devices – and in two languages.

Live Nation Regional President Geoff Gordon

With #1 hits in more than 15 countries we couldn't be happier than having global superstar artist; Pitbull perform at the *Wawa Welcome America July 4th Concert*. Great to have him here to celebrate July 4th in the Birthplace of America. This year, we look forward to events happening all over the city.

Wawa President and CEO Chris Gheysens

We are thrilled to have international superstar Pitbull take part and headline the July 4th Concert. *Wawa Welcome America* is seven days of an amazing festival that starts with Wawa Hoagie Day and ends with an unforgettable show.