



**** NEWS ALERT ** NEWS ALERT ****
REQUEST FOR COVERAGE

2018 WAWA WELCOME AMERICA PRESS CONFERENCE

Wawa Welcome America Unveils 2018 Festival Schedule

50 Free Events Over Seven Days Celebrating Philadelphia and America's Independence

WHAT: Welcome America, Inc. and the City of Philadelphia will announce details of 50 free events for the 2018 *Wawa Welcome America* festival beginning Thursday, June 28 through Wednesday, July 4. *Wawa Welcome America* is Philadelphia's annual citywide Independence Day celebration.

New 2018 events will be announced and will join time-honored traditions.

- Mayor Jim Kenney will help unveil schedule of 50 free events
- Wawa will announce four non-profits for the Everyday Hero Award
- Visit Philadelphia debuts new July 4th marketing campaign
- A new event in honor of 25th Anniversary of the Pennsylvania Convention Center
- A special acknowledgement for a Philadelphia arts and culture institution

VISUALS:

- Surprise performances and a lot of red, white and blue!
- Celebratory Barefoot Bubbly toast on The Liberty View Terrace overlooking Independence Hall
- Gigantic, oversize schedule of 50 free events
- Life-size Pitbull cutout

WHO:

150 guests in attendance with festival news announced by:

- Welcome by Independence Visitor Center President & CEO **James Cuorato**
- Welcome America, Inc. President & CEO **Jeff Guaracino**
- Mayor of the City of Philadelphia the Honorable **James F. Kenney**
- Wawa President & CEO **Chris Gheysens**
- Senior Executive Vice President & Chief Diversity Officer of Comcast Corporation **David L. Cohen**
- NBC10 and Telemundo62 Vice President of News **Anzio Williams**
- Visit Philadelphia President & CEO **Meryl Levitz**
- Live Nation Philadelphia Regional President **Geoff Gordon**

WHEN:

Monday, May 21. Promptly 2:00 p.m.-2:45 p.m.

WHERE:

Independence Visitor Center, 6th & Market Streets
2nd floor mezzanine level/ Liberty View Ballroom

On April 9, Welcome America, Inc. and Live Nation Philadelphia announced just ONE free event of the 50 free events. On July 4th at 7 p.m., Grammy® winning global superstar **Pitbull** will headline the **Wawa Welcome America July 4th Concert**. The concert will also star Grammy Award Artist, **Heather Headley**, and **The Philly POPS® BIG Band**.

Wawa Welcome America is presented by The City of Philadelphia; Title Partner Wawa, Inc.; Presenting Broadband Communications Partner Comcast NBCUniversal with NBC10 and Telemundo62 as the local broadcast partners; Live Nation Philadelphia; Philadelphia International Airport, and Visit Philadelphia. Partners include Independence National Historical Park and 80 plus organizations and sponsors.

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. Founded in 1993, Welcome America, Inc. celebrates its 26th year in 2018. Welcome America, Inc. produces the annual *Wawa Welcome America* festival, the nation's premier July 4th celebration in the birthplace of our nation.

For more information, visit WelcomeAmerica.com. Join the conversation at:

- Facebook – Facebook.com/WawaWelcomeAmerica
- Twitter – Twitter.com/July4thPhilly
- Instagram – Instagram.com/July4thPhilly

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