



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

2019 WAWA WELCOME AMERICA PRESS CONFERENCE

***Wawa Welcome America Unveils 2019 Festival Schedule;
Six Days of More Than 50 Free Events Celebrating Independence Day***

WHAT: Welcome America, Inc. and the City of Philadelphia will announce details of a six-day festival featuring more than 50 free events for the 2019 *Wawa Welcome America* festival, beginning Saturday, June 29 through Thursday, July 4. *Wawa Welcome America* is Philadelphia's annual, citywide Independence Day celebration.

Join Welcome America, Inc.'s new President & CEO, Michael DelBene for the announcement of this year's festival schedule and new events.

- Mayor Jim Kenney will discuss the importance of this time-honored Philadelphia tradition
- Wawa President & CEO Chris Gheysens will announce four non-profit finalists for the Wawa Foundation Hero Award

VISUALS:

- Lively musical performances
- Promotional video on two big-screen TVs
- Large festival images on pull-up banners
- Wawa Mascot, Wally the Goose

WHO: 150 guests in attendance with festival news announced by:

- Independence Visitor Center Corp. President & CEO **James J. Cuorato**
- Welcome America, Inc. President & CEO **Michael DelBene**
- Mayor of the City of Philadelphia, **Jim Kenney**
- Wawa President & CEO **Chris Gheysens**
- NBC10 and Telemundo62 President & General Manager **Ric Harris**

WHEN: **Thursday, May 16 from 11:30 a.m.- 12:30 p.m.**

WHERE: The Liberty View at **Independence Visitor Center**
599 Market Street, Mezzanine Level

On May 1, Welcome America, Inc. and Live Nation Philadelphia announced one of the many free events. The ***Wawa Welcome America July 4th Concert*** will include performances by GRAMMY® and Academy Award-winning

actress **Jennifer Hudson**, performing alongside **The Philly POPS® BIG Band**, and two-time GRAMMY® Award-winning recording artist **Meghan Trainor**.

Wawa Welcome America is presented by The City of Philadelphia; Title Partner Wawa, Inc.; Presenting Broadcast Partner Comcast NBCUniversal with NBC10 and Telemundo62 as the local broadcast partners; Official Health and Wellness Partner, Independence Blue Cross; Official Retail Banking Partner, CHASE; Live Nation Philadelphia; Visit Philadelphia. Partners include Independence National Historical Park, the Philadelphia Airport, PECO and 50 plus organizations and sponsors.

About Welcome America, Inc.

Welcome America, Inc. is a 501c3, non-profit organization engaged in a public-private partnership with the City of Philadelphia. Welcome America, Inc.'s goal is to promote American history, education, and the City of Philadelphia as global tourist destination. Each year, Welcome America, Inc. produces *Wawa Welcome America*, a multi-day festival featuring art, culture, community engagement and entertainment - it is the nation's premier Independence Day celebration! Welcome America was founded in 1993 and celebrates its 27th festival in 2019.

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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Media Contacts:

Jennifer McCullough
Cashman & Associates for Welcome America, Inc.
jennifer@cashmanandassociates.com
215-627-1060 (o)
484-678-1064 (m)

Kerri Del Collo
Cashman & Associates for Welcome America, Inc.
kerri@cashmanandassociates.com
215-627-1060 (o)
610-529-9753 (m)