



MEDIA ADVISORY

Official Re-Opening: Independence Gift Shop

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Independence Gift Shop Re-Opens for Memorial Day 2018

The official gift shop of Greater Philadelphia, located in Independence Visitor Center, has undergone a complete remodel and doubled in size.

PHILADELPHIA (May 23, 2018) – Independence Visitor Center Corporation (IVCC) is kicking off Philadelphia’s busy tourist season by debuting exciting changes at the completion of the first phase of its **Visitor Experience Improvement Project**, including the re-opening of its newly expanded gift shop.

Independence Gift Shop is the **official gift shop of Greater Philadelphia**. After doubling the size of its footprint to **3,450 square feet**, it is also the **largest gift shop** dedicated to **Philadelphia-themed merchandise**. The store’s remodel incorporates **sustainable design** and **conservation initiatives** by greatly **reducing the use of plastics** and using **eco-friendly materials**, as well as **sourcing local merchandising**.

Prior to its official re-opening for Memorial Day weekend, media are invited for an exclusive tour.

WHAT: Exclusive Media Preview and Tour

WHEN: Thursday, May 24, 9 a.m. – 6 p.m.

WHO: Local media, hospitality partners, and influencers. Attendees will receive a special gift featuring the IVCC’s new branding.

WHERE: Independence Gift Shop is located in the [Independence Visitor Center, 599 Market St.](#)

PHOTO/TV/RADIO OPPORTUNITY:

The newly expanded gift shop features:

- 3D window displays featuring Philly favorites like Rocky + LOVE statue
- Sound-reactive “lightning” bolts through clouds in the rafters
- Product line of apparel and accessories by local Philadelphia artist, [April Melchior](#)
- Locally made delicacies, including Mister Ed’s Homemade Fudge
- Special “Tavern Story” highlighting the Founding Fathers



On-site contacts available to interview:

- **James J. Cuorato**, President & CEO, IVCC
- **Sean Mellon**, Director, Independence Gift Shop / Event Network

WHY: The IVCC is in the midst of a **\$15 million renovation**, the **Visitor Experience Improvement Project**, to provide visitors with an informative, interactive, and world-class welcome to the region. The re-opening of the newly expanded **Independence Gift Shop** marks the completion of Phase I of the renovation. PHLvisitorcenter.com/2018

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About the Independence Visitor Center Corporation (IVCC):

The Independence Visitor Center Corporation (IVCC) is a Pennsylvania nonprofit, 501(c)3 organization, which operates in cooperation with the National Park Service, Visit Philadelphia, Philadelphia Convention and Visitors Bureau, the City of Philadelphia, and the Commonwealth of Pennsylvania. The IVCC manages the Independence Visitor Center, the official visitor center for the Greater Philadelphia Region and primary point of orientation for Independence National Historical Park, the City of Philadelphia, the Southern New Jersey and Delaware River Waterfronts, as well as Bucks, Chester, Delaware, and Montgomery Counties in Pennsylvania. PHLvisitorcenter.com

About Event Network, Inc.:

Event Network, Inc. is the leading operator of gift shops for cultural attraction stores, serving millions of guests every year. Through partnerships with art; science; natural history; children's and cultural museums; zoos; aquariums; gardens; iconic landmarks; and historic sites, Event Network extends and elevates the guest experience to achieve maximum retail potential. Event Network is committed to conservation and sustainable initiatives within its operations. EventNetwork.com