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## FOR IMMEDIATE RELEASE

# INDEPENDENCE VISITOR CENTER CORPORATION HOSTS 'GRAND REVEAL PARTY' TO UNVEIL UPDATES AND SUPPORT FINAL PHASE OF \$15M VISITOR EXPERIENCE IMPROVEMENT PROJECT

*Guests will experience the exclusive premiere of the **official Welcome Film of Philadelphia**, generously supported by **Independence Blue Cross**; tour the expanded **Liberty View Terrace** sponsored by **Bank of America**; and browse exciting new products at the **largest official gift shop of Philadelphia**.*

**PHILADELPHIA, PA – (September 25, 2018)–** On Wednesday, September 26, 2018, the Independence Visitor Center Corporation (IVCC), which is cooperatively managed with the National Park Service will host an official **Grand Reveal Party** from **5:30 to 8:30 p.m.** to celebrate and support its **Visitor Experience Improvement Project (VEIP)**. The evening will showcase the new visitor amenities completed so far; and support the funding and completion of the final phase of the renovation project. Located at **599 Market Street, Philadelphia, PA 19106**, the updated Independence Visitor Center located in Independence National Historical Park will provide an informative, interactive, and world-class welcome experience to the region.

"We are very fortunate to have so many generous supporters who, by donating their time and contributions, have played an instrumental role in helping to make this project possible," said James J. Cuorato, President & CEO, IVCC. "Philadelphia is growing exponentially, across all fronts, and the IVCC is growing with it. In addition to improving our physical footprint, our identity is evolving."

Coinciding with and complementing its physical expansion, the IVCC has updated its branding and launched a new website, [PHLVisitorcenter.com](http://PHLVisitorcenter.com). The new brand includes the tagline, "Starting here can lead anywhere," to position the Visitor Center as a one-stop-shop, and the best place for visitors to start any trip to Philadelphia.

In 2017 alone, more than 2.7 million visitors chose to start their time in Philadelphia at the Visitor Center, and the building welcomed its second highest visitation in its history. Since its opening in 2001, the Visitor Center has welcomed a total of 38 million visitors through its doors. With the exciting updates of VEIP, the IVCC anticipates even higher rates of visitation, as visitors come through the doors to take advantage of the new resources available.

In addition to serving the tourism industry and visitor community, the renovation project has also signified a boost to the local economy and job creation. The increase in ongoing operations due to construction upgrades is estimated to support annually **\$2 million in expenditures; \$22,000 in taxes, and 12 full-time permanent jobs** in the Commonwealth of Pennsylvania. Internally, there have been several corporate promotions within the IVCC, namely: **Nicole Woods**, former **Digital Communications Manager** is now the **Director of Digital Strategy and Communications**; **Diana Dow**, former **Marketing and Communications Manager** has been promoted to **Director of Partnerships and Marketing**; and **Britni Lettsome**, formerly the **Rental Sales & Events Manager** for The Liberty View is the new **Rental Sales and Events Director**.

"We look forward to showcasing how these efforts have paid off, by finally unveiling these exciting new updates during our Grand Reveal Party. We hope to continue the momentum behind the expansion project by mirroring the success of the first two phases and bringing the final phase to completion," said Cuorato.

This **\$15 million**, aptly named **Visitor Experience Improvement Project** first broke ground in January 2017. Completed updates that will be officially unveiled at the Grand Reveal Party include:

- Exclusive premiere of the official Welcome Film of Philadelphia generously supported by Independence Blue Cross, presented in a new, open-orientation theater;
- New interactive exhibit experiences and films featuring Independence National Historical Park;
- New location for a dedicated National Park Service Ranger Desk;
- Updated Market Street entryway with appealing, open storefront and improved wayfinding signage;

- State-of-the-art, accessible public facilities, including a dedicated lactation room;
- New, wrap-around Liberty View Terrace sponsored by Bank of America, a versatile public/private space;
- Expanded, gift shop with new local products, the largest dedicated to Philadelphia-themed merchandise.

All event proceeds from the Grand Reveal Party will benefit the IVCC to support the final phase of the project, slated for completion in Spring 2019.

The final updates will include an expansive “**Welcome Wall**,” a 42-foot long, digital, interactive experience that engages visitors and displays things to do in Philadelphia; new, dedicated **Visitor Information Desk**; and a **new and improved café concept**.

For more information or to support the Independence Visitor Center Corporation Grand Reveal Party, please visit [PHLVisitorCenter.com/RevealParty](http://PHLVisitorCenter.com/RevealParty).

**Contact:** To coordinate an interview with a representative of the Independence Visitor Center Corporation, please contact **Jessica Olenik** at Neff Associates, **(267) 457-2045** or [jo@neffassociates.com](mailto:jo@neffassociates.com).

**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](http://PHLvisitorcenter.com)

**About the Visitor Experience Improvement Project (VEIP):**

The IVCC is dedicated to strengthening the tourism and hospitality industries in the Greater Philadelphia region, by supporting arts and culture, historic, and entertainment destinations; and ensuring an enhanced visitor experience within the Visitor Center and during visitors' stay in the region. [PHLvisitorcenter.com/2018](http://PHLvisitorcenter.com/2018)

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