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**\*\*MEDIA ALERT\*\***

**\*\*PHOTO/ VIDEO OPPORTUNITY\*\***

**\*\*WEDNESDAY, SEPTEMBER 26, 2018\*\***

**5:30 p.m.—8:30 p.m.**

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

*Event Features Exclusive Premiere of the Official Welcome Film of Philadelphia, Tours of the Expanded Liberty View Terrace & the Largest Official Gift Shop of Philadelphia*

**WHO:** Independence Visitor Center Corporation (IVCC)

• **IN ATTENDANCE:**

Mayor Jim Kenney  
Councilman Mark Squilla  
Honorable Edward G. Rendell  
James J. Cuorato, President & CEO, IVCC  
Cynthia MacLeod, Superintendent, INHP

**WHAT:** The Independence Visitor Center Corporation (IVCC) will host an official **Grand Reveal Party** from **5:30 p.m. to 8:30 p.m.** to **celebrate and support** its \$15 million **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 renovation.

**WHERE:** 599 Market Street, Philadelphia, PA 19106

**WHEN:** Wednesday, September 26, 2018 (5:30 p.m.—8:30 p.m.)

- 5:30 p.m. – *Event Starts*  
**\*\*\*PHOTO/VIDEO OPPORTUNITY\*\***
- 6:15 p.m. - 6:30 p.m. – *Brief program to recognize VEIP*
- 6:30 p.m. - 8:30 p.m. – *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; Explore the new interactive exhibit experiences of Independence National Historical Park; and Shop exciting new products at the official gift shop of Philadelphia, the largest gift shop dedicated to Philadelphia-themed merchandise.***
- 8:30 p.m.: *Event Concludes*

**WEBSITE:** [PHLVisitorCenter.com/RevealParty](http://PHLVisitorCenter.com/RevealParty)

**MEDIA INQUIRIES:** For more information about this event or to coordinate an interview with a representative from the IVCC, please contact **Jessica Olenik** at Neff Associates at **(732)740-5157** or [jo@neffassociates.com](mailto:jo@neffassociates.com).



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**ABOUT THE IVCC**

The Independence Visitor Center Corporation (IVCC) is a Pennsylvania nonprofit, 501(c)3 organization, which operates in cooperation with the efforts of the National Park Service, Visit Philadelphia, the Philadelphia Convention and Visitors Bureau, the City of Philadelphia and the Commonwealth of Pennsylvania. The Independence Visitor Center is Independence National Historical Park's and the region's welcome center for people from all over the nation and the world, offering visitor amenities including trip planning service, ticketing for area attractions, a multilingual concierge staff, comprehensive daily listing of area events, regional maps, free historical films, free wireless Internet access, an onsite café, and much more. For more information about the IVCC, visit [PHLvisitorcenter.com](http://PHLvisitorcenter.com), or call (800) 537-7676.

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