



## **MEDIA ADVISORY**

### **PHOTO/TV/RADIO OPPORTUNITY**

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### **INDEPENDENCE VISITOR CENTER CORPORATION HOSTS “GIFT GRAB” EVENT FOR CONTEST WINNER**

*Taking place on #GivingTuesday, the IVCC will donate a match of the winnings to a local charity.  
[PHLvisitorcenter.com/Contest](http://PHLvisitorcenter.com/Contest)*

**PHILADELPHIA, PA (November 26, 2018)** – The Independence Visitor Center Corporation (IVCC) kicked off the holiday season with an Instagram contest to **promote shopping local** and **giving back**. One lucky participant has won a 60-second “Gift Grab” at Independence Gift Shop on #GivingTuesday.

*More details:*

- **WHAT: A “Gift Grab” event for the winner of the IVCC’s [free Instagram contest](#)**  
**PHOTO/TV/RADIO OPPORTUNITY:**
  - For a timed period of 60 seconds, the contest winner (@PhillyLove12) will gather as much merchandise as she can hold from the Independence Gift Shop.
  - After 60 seconds, the winner keeps all items she has collected.
  - The merchandise will be totaled, and the IVCC will donate a matching amount to a local charity.
- **WHO: Media, hospitality partners, influencers, contest participants, and visitors**
- **WHERE: Independence Gift Shop** (inside the Independence Visitor Center), [599 Market Street](#)
- **WHEN: #GivingTuesday, November 27, 2018, 11:30 a.m.**
- **WHY: The Holiday Gift Grab is a surprising and delightful event that promotes local shopping and giving back for the season, because “the more the winner grabs, the more the IVCC gives.”** Press and social media coverage will highlight locally-made products available at the Independence Gift Shop, such as accessories line by Philadelphia artist, April Melchior.

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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, and Bucks, Chester, Delaware, and Montgomery Counties in Pennsylvania. [PHLvisitorcenter.com](http://PHLvisitorcenter.com)