



MEDIA ADVISORY

PHOTO OPP: Philly Holiday Festival Shuttle Launch

Media Contact

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Service Begins for the Philly Holiday Festival Shuttle courtesy of VISIT PHILADELPHIA® and serviced by PHLASH®

PHILADELPHIA, PA (November 23, 2018) – This holiday season, the **Philly Holiday Festival Shuttle** courtesy of VISIT PHILADELPHIA® and serviced by PHLASH® provides free access to 11 stops located near Philly Holiday Festival signature events, beginning November 23 through December 30, every Thursday – Sunday, from 6 – 9 p.m., every 20 – 30 minutes.

To kick off the start of service, the media is invited for a **photo opportunity** of the **Philly Holiday Festival Shuttle** (decorated inside and out) as it stops at the Independence Visitor Center:

- **WHAT: Philly Holiday Festival Shuttle first evening of service**
- **WHEN: Friday, November 23, 2018, 6:15 p.m.**
- **WHO:** Local media, hospitality, partners, social media influencers, visitors
PHOTO/TV/RADIO OPPORTUNITY:
 - **Social media personality, Kedzie Teller, sharing live on social media**
 - **PHLASH representatives distributing purple candy canes to riders**
 - **Historic Philadelphia, Inc. History Maker**
 - **Philly Holiday Festival Shuttle** with festive bus wrap and interior holiday lights
 - **Visitors boarding Philly Holiday Shuttle** for free courtesy of Visit Philadelphia
 - On-site contacts available to interview:
 - **James J. Cuorato**, President & CEO, IVCC
 - **Jennifer Nagle**, VP, Business Development, IVCC
 - **Kellianne Nicholas**, VP, Marketing & Event Branding, Welcome America, Inc.
- **WHERE: Stop H2**, northeast corner of 6th & Market St., Independence Visitor Center
[Click here for complete Philly Holiday Festival Shuttle route map.](#)

Other holiday attractions located along the Philly Holiday Festival Shuttle include:

- H1: Chestnut St. Overpass, Blue Cross RiverRink Winterfest
- H3: 15th St. & John F. Kennedy Blvd., Philly Holiday Tree and Winter in Dilworth Park
- H4: 16th St. & John F. Kennedy Blvd., Christmas Village in LOVE Park
- H5: 17th St. & John F. Kennedy Blvd., The Comcast Holiday Spectacular
- H6: 16th & Market Sts., One Liberty Observation Deck “A Very Philadelphia Holiday”



- H7: 13th & Market Sts., Macy's Christmas Light Show and Dickens Village
- H9: 3rd & Arch Sts., Betsy Ross House Courtyard Tree designed by Petit Jardin en Ville
- H10: 6th & Race Sts., Franklin Square Holiday Festival & Electrical Spectacle
- H11: Columbus Blvd. & Race St., Cherry Street Pier Marketplace and Performances

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About the Philly PHLASH®: The Philly PHLASH® Downtown Loop is a visitor-friendly public transit service managed by the Independence Visitor Center Corporation (IVCC). PHLASH® vehicle service is provided by Krapf's Coaches. PhillyPHLASH.com