



Managed by the Independence Visitor Center Corporation

## **MEDIA ADVISORY**

### **PHOTO OPP: PHLASH Service Launch**

Media Contacts  
**NICOLE WOODS, IVCC**  
c | 484.343.0057  
e | [nwoods@phlvisitorcenter.com](mailto:nwoods@phlvisitorcenter.com)

### **Philly PHLASH® Downtown Loop to Begin 25th Year of Service** *Service Resumes Thursday, March 28, with FREE Rides for the Day!*

**PHILADELPHIA (March 27, 2019)** – The [Philly PHLASH® Downtown Loop](#) resumes service on **Thursday, March 28**, marking a **milestone 25 years of continued operation** for the transit loop.

**To celebrate the first day of the season**, no fares will be collected and the **PHLASH** will be **free** for everyone to ride (no Pass required) for the day on **March 28, from 10 a.m. - 6 p.m.**

**In honor of the PHLASH service beginning the same day as the Phillies' home opener**, PHLASH representatives will distribute **free Phillies T-shirts** to riders (while supplies last) as the first vehicle arrives at **Stop 3**, located in front of the **Independence Visitor Center**.

**Media are invited for a photo opportunity of the first vehicle of the day arriving at Stop 3:**

- **WHAT: Philly PHLASH® Downtown Loop begins 25<sup>th</sup> year of service**
- **WHEN: Thursday, March 28, 2019, 9:45 a.m.**
- **WHERE: PHLASH Stop 3**, in front of the Independence Visitor Center  
[Click to download full route map.](#)
- **WHO: Local media, hospitality, partners, social media influencers, visitors**  
**PHOTO/TV/RADIO OPPORTUNITY:**
  - **Tourism and PHLASH partners sharing live on social media**
  - **PHLASH representatives distributing free Phillies T-shirts to visitors and riders**
  - **Riders boarding PHLASH for free**

**New for 2019:** Riders can take advantage of new tools and special discounts this season:

- **Text Alert System:** PHLASH is activating a text message alert system through [Everbridge Nixle](#). Riders can **text the word PHLASH to 333-111** to opt-in to receive text alerts about service updates in real-time, including delays and detours along the route. Riders can opt out at any time by simply texting the word STOP.
- **Two-Day Pass (Online Exclusive):** In 2019, ride PHLASH for two days for just \$8 with the **online-exclusive Two-Day Pass**. Customers pay no online fees when purchasing the Two-Day Pass because of PHLASH's transition to a new, mobile-friendly e-commerce system.

###



Managed by the Independence Visitor Center Corporation

**About the Philly PHLASH® Downtown Loop:** The PHLASH® is a visitor-friendly public transit service managed by the Independence Visitor Center Corporation (IVCC). PHLASH® vehicle service is provided by Krapf's Coaches. [RidePhillyPHLASH.com](https://ridephillyphlash.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 Greater Philadelphia and primary point of orientation for Independence National Historical Park; City Hall Visitor Center; and the visitor-friendly transit service, Philly PHLASH® Downtown Loop. [PHLvisitorcenter.com](https://phlvisitorcenter.com)