



MEDIA ADVISORY

Free Rides on PHLASH for National Travel and Tourism Week

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RIDE PHLASH® FOR FREE ON MAY 7, 2019 IN CELEBRATION OF 36th ANNUAL NATIONAL TRAVEL & TOURISM WEEK

Independence Visitor Center Corp. to highlight the impact of travel on jobs with free rides on PHLASH®.

PHILADELPHIA, PA (May 6, 2019) – The **Independence Visitor Center Corporation (IVCC)** is celebrating **National Travel and Tourism Week (NTTW)**, and showcasing the travel industry's critical role in job creation and the economy, by offering **free rides** on **PHLASH®**, the visitor-friendly public transit service, on **Tuesday, May 7, 2019**.

- **WHAT: FREE rides on PHLASH** for #NTTW19
- **WHEN: Tuesday, May 7, 2019, 10 a.m. – 6 p.m.**
- **WHO: Everyone rides FREE for the day.**
- **WHERE: [PHLASH makes 20 stops located near top tourist destinations.](#)**
 - **PHOTO/TV/RADIO OPPORTUNITY: PHLASH arriving at Stop 3**, located in front of the Independence Visitor Center, **with visitors boarding for free.**
On-site contacts available to interview: **James J. Cuorato**, President & CEO, IVCC
- **WHY: In 2017, travelers to Pennsylvania spent \$26.4 billion and created a need for 234,130 jobs.** ([U.S. Travel Association](#))

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About the Independence Visitor Center Corporation (IVCC): The Independence Visitor Center Corporation manages the official visitor center of Greater Philadelphia, which is the 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

About Philly PHLASH®: The Philly PHLASH® Downtown Loop is a seasonal transit program managed by the IVCC. PHLASH vehicle service is provided by Krapf Group. PHLvisitorcenter.com/PHLASH