



MEDIA ADVISORY

Multiple Photo/TV/Radio Opportunities

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America's Birthday Party with Betsy Ross and Termini Bros. Bakery at the Independence Visitor Center

- **WHEN:** **Wednesday, July 4, at 1 p.m.** *Media invited to arrive any time after 10 a.m.*
- **WHERE:** Independence Visitor Center, [599 Market Street, Philadelphia, PA 19106](#)
- **WHO:** **Thousands of visitors** celebrating Independence Day;
Betsy Ross, legendary mother of the American flag, with fife-and-drum players;
[Termini Brothers Bakery](#), a third-generation family-run business founded in 1921.
- **WHAT:** [7th Annual Birthday Party hosted by Betsy Ross and Termini Bros. Bakery](#)
PHOTO/TV/RADIO OPPORTUNITIES *beginning at 10 a.m.:*
 - A spectacular five-tier cake being decorated live onsite by Termini Brothers
 - **2,500 red, white, and blue cupcakes** arranged into the shape of an American flag
 - **Betsy Ross**, accompanied by a fife and drum, greeting visitors waiting in line before **leading the crowd in singing "Happy Birthday" to America** and cutting the cake.
 - Termini Brothers Bakery and Independence Visitor Center staff **distributing the cake and 2,500 cupcakes to the public for FREE.**
 - Thousands of visitors to Independence Mall for the Independence Day Parade and other festivities in the Historic District will line up for America's Birthday Party. The line will start at the North Entrance of the Visitor Center and extend to 5th and Arch Streets. **Media are encouraged to interview visitors in the Visitor Center and those lined up for cake on Independence Mall.**
- **ONSITE CONTACTS** available for interviews and photos:
 - **Betsy Ross** (History Maker, Historic Philadelphia, Inc.)
 - **Fife and Drum performers** (History Makers, Historic Philadelphia, Inc.)
 - **Termini Brothers Bakery staff**
 - **James J. Cuorato** (President & CEO, Independence Visitor Center Corp.)

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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, as well as Bucks, Chester, Delaware, and Montgomery Counties in Pennsylvania. PHLvisitorcenter.com