MEDIA ADVISORY
PHOTO OPP: PHLASH® Holiday Evening Service Launch

Media Contact:
Nicole Woods, IVCC
e: nwoods@phlvisitorcenter.com
c: 484.343.0057

PHLASH® Holiday Evening Service Starts for the 2019 Season
PHLASH to provide weekend service to seven stops near seasonal attractions, Nov. 22 – Dec. 29.

PHILADELPHIA, PA (November 21, 2019) – New for the 2019 holiday season, PHLASH® will provide evening service to seven stops located near holiday attractions, every Friday – Sunday, 6 – 10 p.m., November 22 - December 29, with service to each stop every 20 – 30 minutes.

Daytime PHLASH fares will be accepted on the evening service, and a special evening rate of $2 for an All-Night Pass will be available for purchase onboard vehicles with exact cash after 6 p.m.

The holiday evening route provides access to stops located from Blue Cross RiverRink Winterfest at the Delaware River Waterfront to LumiNature at the Philadelphia Zoo, with transfer for east- and west-bound stops occurring at Christmas Village at Love Park.

Media is invited for a photo opportunity at Christmas Village at Love Park on the first evening of service:

- WHAT: **First night of PHLASH Holiday Evening Service**

- WHEN: **Friday, November 22, 2019, 5:45 p.m.** Bus departs for LumiNature at 6 p.m.

- WHO: Local media, hospitality, partners, visitors, and residents
  PHOTO/TV/RADIO OPPORTUNITY:
    o PHLASH representatives distributing **free purple candy canes** to riders
    o **PHLASH decorated for the season** with festive holiday lights
    o On-site contacts available to interview:
        ▪ **James J. Cuorato**, President & CEO, IVCC
        ▪ **Jennifer Nagle**, Executive Vice President, IVCC

- WHERE: **Stop H4**, Christmas Village at Love Park, 16th St. & John F. Kennedy Blvd.
  Click for the complete PHLASH Holiday Evening Service route map.

###

About Philly PHLASH®: The Philly 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. PHLvisitorcenter.com/PHLASH