



## **MEDIA ADVISORY**

### **PHOTO/TV/RADIO OPPORTUNITY**

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## **INDEPENDENCE VISITOR CENTER CORPORATION HOSTS “GIFT GRAB” EVENT FOR CONTEST WINNER**

*The IVCC will donate a match of the winnings to the [Eagles Autism Foundation](#).*

**PHILADELPHIA, PA (December 19, 2019)** – The **Independence Visitor Center Corporation (IVCC)** kicked off the holiday season with an Instagram contest to promote shopping local and giving back. One lucky participant ([@dadvntures](#)) has won a free 60-second shopping spree “gift grab” at **Independence Gift Shop**, the official gift shop of Philadelphia. After the event, the IVCC will donate a matching amount to the **Eagles Autism Foundation**.

*More details:*

- **WHEN: Friday, December 20, 11:30 a.m. – Noon.** The 60-second Gift Grab starts at 11:40 a.m.
- **WHERE: [Independence Gift Shop](#)** located inside Independence Visitor Center, [599 Market Street](#)
- **WHAT: A free shopping spree “gift grab” event for Instagram contest winner**  
**PHOTO/TV/RADIO OPPORTUNITY:**
  - For a timed period of 60 seconds, the gift shop is closed to the public
  - The winner runs around the gift shop, grabbing as much merchandise as he can
  - Friends and other shoppers cheer the winner on—*the more he grabs, the more the IVCC gives*
  - After 60 seconds, the value of collected merchandise is totaled and announced from the register
- **WHO: Media, hospitality partners, social media influencers, contest winner, visitors, locals**
- **WHY: The 2<sup>nd</sup> Annual Holiday Gift Grab surprises and delights locals and visitors alike.** The contest promotes tourism, local shopping, and giving back for the holiday season with a feel-good, fun event.

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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, and Bucks, Chester, Delaware, and Montgomery Counties in Pennsylvania. [PHLvisitorcenter.com](http://PHLvisitorcenter.com)