



## **MEDIA ADVISORY**

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## **INDEPENDENCE VISITOR CENTER CORPORATION TO CELEBRATE UNITY DAY ON WED., OCT. 21**

*Employees will wear orange to unite visually for kindness, acceptance, and inclusion. #UnityDay2020*

**PHILADELPHIA, PA (October 20, 2020)** – The Independence Visitor Center Corporation (IVCC) is participating in Unity Day on Wednesday, October 21. Employees and staff will wear orange as a powerful, visually compelling expression of solidarity to promote kindness, acceptance, and inclusion.

- **WHEN:** Unity Day 2020, Wednesday, October 21, 2020
- **WHERE:** Independence Visitor Center, [599 Market St., Philadelphia PA 19106](#)
- **WHAT:** Started by PACER's National Bullying Prevention Center in October 2011, Unity Day is a national day that encourages everyone to come together in a united message of hope and support. The call to action is simple: **wear and share the color orange**. This vibrant statement is a conversation-starter, and puts focus on positive behaviors that can transform communities and the online world for the better.
- **WHY:** The idea for the IVCC to participate in national Unity Day arose from a conversation between IVCC President and CEO, James J. Cuorato, and a new member of the Housekeeping and Maintenance team, Malika Hudwell.

Malika was hired in March 2020, right before the COVID-19 pandemic necessitated the IVCC close its doors and temporarily lay off staff for more than five months. Upon returning to work in September, Malika shared that she was moved by the warm and inclusive support provided by her new employer to help navigate these challenging times. She suggested participating in Unity Day as a way to recognize and celebrate the spirit of unity fostered among the IVCC staff community.

- **WHO:** IVCC Employees and Staff wearing the official #UnityDay2020 T-shirt  
**Available for Onsite Interview:**
  - **James J. Cuorato**, President and CEO, Independence Visitor Center Corporation
  - **Malika Hudwell**, Housekeeping and Maintenance, Independence Visitor Center Corporation

**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 of 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.

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