



FOR RELEASE:

Friday, November 19, 2021

MEDIA CONTACTS:

Stephanie Fanelli, on Behalf of Independence Visitor Center Corporation
Cell: 484.213.5968 | E-mail: stephanie.g.fanelli@gmail.com

Nicole Woods, Independence Visitor Center Corporation
Cell: 484.343.0057 | E-mail: nwoods@phlvisitorcenter.com

Join the Independence Visitor Center Corporation in Kicking Off 20 Years

The fun-filled press event marks the milestone and kicks off a year-long celebration.

THE EVENT:

The Independence Visitor Center Corporation (IVCC) will celebrate twenty years of operating the official visitor center of greater Philadelphia on Friday, November 19. To commemorate this major milestone, the IVCC is throwing a fun-filled birthday party complete with an over-the-top display cake by [Nakupenda, Njeri](#), champagne toast, music, and plenty of surprises. The press event will serve as the official kick-off to a year of celebrations, public programming, and special events, including the 20 Year Anniversary Celebration sponsored by PNC Bank in April 2022.

Some of Philadelphia's tourism leaders and city cheerleaders will join the IVCC in reflecting on its historic contributions to local tourism over the past 20 years. Notably, since beginning operations in 2001, the IVCC has welcomed more than 2 million visitors each year, providing a world-class first impression of the region to a total of more than 42 million people.

Following the celebratory press event, invited guests will continue celebrations [at Terrace on Tap presented by Visit Philadelphia](#) on the second-floor Liberty View Terrace at Independence Visitor Center.

SPEAKERS/SPOKESPEOPLE AVAILABLE FOR INTERVIEWS:

- James J. Cuorato, President & CEO, Independence Visitor Center Corporation
- Hugh McStravick, Senior Vice Present of Client & Community Relations, PNC
- Sheila Hess, City Representative, City of Philadelphia

WHEN:

Friday, November 19, 2021

1:00 pm – 1:30 pm

- *Note for Press: Program will begin at 1:00 pm with brief remarks followed by a ceremonial cake cutting and champagne toast.*



WHERE:

The Liberty View at Independence Visitor Center
599 Market Street, Mezzanine Level
Philadelphia, PA 19106

SPECIAL NOTES:

- Face masks are required inside Independence Visitor Center, regardless of vaccination status, except when eating or drinking.

About the Independence Visitor Center Corporation (IVCC):

The Independence Visitor Center Corporation (IVCC) is a Pennsylvania nonprofit, 501(c)3 organization that manages the Independence Visitor Center, the official visitor center of the greater Philadelphia region; satellite visitor center locations; the visitor-friendly public transit service, Philly PHLASH® Downtown Loop; and the private event space, The Liberty View at Independence Visitor Center. PHLvisitorcenter.com