December 2021

STRUTTING AGAIN Philadelphia Weekly (December 16, 2021)

What you need to know about the 2022 Mummers Parade – now taking place Sunday Philly Voice (December 24, 2021)

<u>Visit Philly's Jeff Guaracino, 'true champion' of Philadelphia and LGBTQ tourism pioneer, has died</u> <u>Billy Penn (December 29, 2021)</u>

February 2022

Wear Red Day CPR Training in the Independence Visitor Center CBS3 Philadelphia (February 4, 2022)

Wear Red Day CPR Training in the Independence Visitor Center 6ABC Action News (February 4, 2022)

Pew awards nearly \$8M to local nonprofits including Project HOME and the Philadelphia Orchestra Philadelphia Business Journal (February 16, 2022)

<u>Project HOME, 4 other nonprofits receive \$7.7M in grants to expand their efforts</u> *KYW Newsradio* (February 16, 2022)

Philadelphia nonprofit working to end chronic homelessness receives \$3.5 million grant Philly Voice (February 21, 2022)

<u>The Philly Pops Recreates The Beatles' Iconic Rooftop Concert At The Independence Visitor Center</u> *Broadway World, (February 24, 2022)*

March 2022

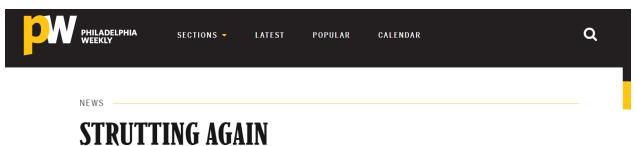
Philly band to recreate The Beatles' iconic 1969 rooftop show at Independence Visitor Center Philly Voice, (March 1, 2022)

This weekend in Philly: Auto Show comes to town, Philly POPS go Beatles, and more KYW Newsradio, (March 2, 2022)

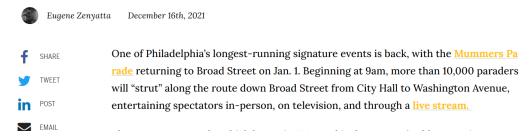
Looking for Some Weekend Fun in the Philly Region? NBC10 Philly Live (March 4, 2022)

Record-high temperatures in the 70s are forecast for Philly on Sunday and Monday Philadelphia Inquirer, (March 5, 2022)

Photos of Philly's re-creation of the Beatles' iconic 1969 rooftop concert Philadelphia Inquirer, (March 5, 2022)

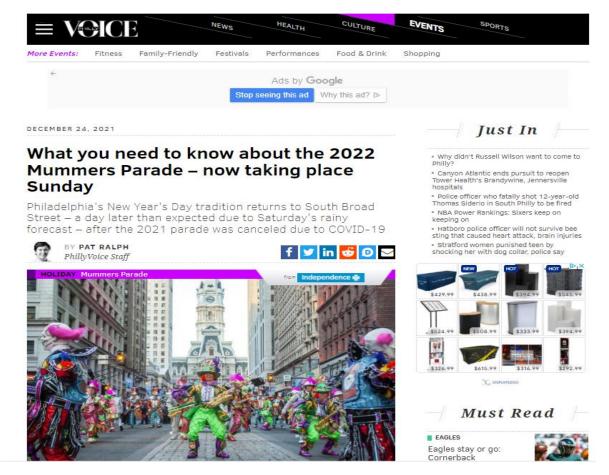


After one-year pause, Mummers Parade returns Jan. 1



One of Philadelphia's longest-running signature events is back, with the Mummers Parade returning to Broad Street on Jan. 1. Beginning at 9am, more than 10,000 paraders will "strut" along the route down Broad Street from City Hall to Washington Avenue, entertaining spectators in-person, on television, and through a live stream.

The Mummers Parade, which began in 1901, and is the country's oldest continuous folk parade, will return to action after a pandemic-related "pause" in 2021. The five divisions (Fancy, Wenches, Comics, Fancy Brigades, and String Bands) are bound together by shared values and a legacy from generations of families who have participated throughout the years.



The 2022 Mummers Parade returns to Broad Street this New Year's Day, Saturday, Jan. 1, after a one-year hiatus due to the COVID-19 pandemic.

New Year's Day was going to feel a bit more normal in Philadelphia, but then weather decided not to cooperate. Now the 2022 Mummers Parade returns to South Broad Street on Sunday, Jan. 2, as organizers try to avoid the rainy forecast predicted for Saturday.

The oldest, annual, folk parade in the U.S. didn't officially happen in 2021 after the city canceled all large events and public gatherings due to the COVID-19 pandemic. However, an unauthorized version of the event did take place in South Philly as some mummers strutted in protest of the city's restrictions.

The last city-sanctioned parade happened in January 2020, just two months before the onset of the public health crisis. The event, however, was mired in controversy after two members of the Froggy Carr club were spotted wearing blackface.

The incident led to the South Philly wench brigade being banned from the competition portion of the event and a strong condemnation from Mayor Jim Kenney, who went as far as to threaten that the parade be permanently dissolved.



NEWSLETT



Visit Philly's Jeff Guaracino, 'true champion' of Philadelphia and LGBTQ tourism pioneer, has died

The Philadelphia native was 48 years old.



A native of Philadelphia, Jeff Guaracino became CEO of tourism organization Visit Philly in 2018 COURTESY

Visit Philadelphia President and CEO Jeff Guaracino died Tuesday night at 48 years old. A Philly native, Guaracino became internationally known as an advocate for LGBTQ tourism.

His death comes after a long battle with cancer, according to Visit Philly.

"Jeff was a beloved family member, partner and friend, as well as a passionate leader, avid traveler, celebrated author, teacher, mentor and role model," said Visit Philly spokesperson Justin Pizzi. "His fun spirit and strong sense of self were with him until the end."

Over his decades in the hospitality industry, Guaracino was key in helping boost Philadelphia's profile, friends and colleagues said.

"Jeff loved Philadelphia with his heart and soul," Jim Cuorato, president of the Independence Visitor Center, told Billy Penn. "He had this great innate ability to look three or four steps ahead of everyone else, and was really responsible for so many great developments in the regional and local hospitality industry."

Eyewitness News Mid-day

Categories: Health & Fitness, News, Local News, KYWTV, Top Story



The American Heart Association says 80% of cardiac events happen outside a hospital, so CPR training saves lives.

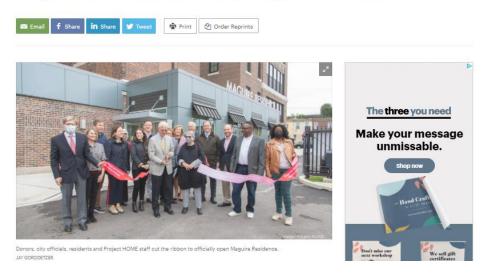


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Pew awards nearly \$8M to local nonprofits including Project HOME and the Philadelphia Orchestra



Pew Charitable Trusts is awarding a collective \$7.7 million to five local nonprofits in an effort to support families with low-incomes, house those with substance use disorder and help facilitate tourism in the region.

The organizations receiving grants are Project HOME, Compass Working Capital, the Philadelphia Orchestra, Independence Visitor Center Group and Smith Memorial Playground.

Frazierita Klasen, a senior vice president with Pew who oversees its work in Philadelphia, said that the contributions are going toward "the well-being of Philadelphia's residents and to the city's historic and cultural appeal."

"The five awards represent diverse sectors — human services, the arts, tourism, and public spaces — all of which play a vital role in supporting our region's people and economy, especially as the area works to recover from the impacts of the pandemic," Klasen said in a statement.



PHILADELPHIA (KYW Newsradio) — The Pew Charitable Trusts has awarded \$7.7 million to five Philadelphia-area nonprofit organizations, designed to help the groups implement new strategies to adapt their programs to the changing needs of the communities they serve.

The awards will go to organizations that, in part, help those experiencing substance use disorder, homelessness or difficulties with economic mobility.

Project HOME received the bulk of the funds — \$3.5 million — to expand its work to end and prevent chronic street homelessness in Philadelphia. Because of the pandemic, co-founder Sister Mary Scullion said the capacity to house homeless people in shelters is limited, so more people are on the street.

Other nonprofits receiving grant money include:

Compass Working Capital, \$2.5 million

Supporting economic mobility programs for families living in federally subsidized housing.

The Philadelphia Orchestra, \$1 million

Supporting its new parent organization, The Philadelphia Orchestra and Kimmel Center, Inc., which will merge the artistic expertise of two of the city's cornerstones, bolstering operations of both for years to come.

The Independence Visitor Center Corp., \$500,000 Supporting its role in the Philadelphia tourism sector's recovery.

Smith Memorial Playground, \$200,000

Supporting its recovery from the pandemic as it continues to serve as a vital public space for Philadelphians, with additional exhibits, initiatives and a mobile app.



Project HOME, a Philadelphia-based housing nonprofit, has been working to end chronic street homelessness in the city since its inception in 1989.

The organization has added hundreds of supportive and recovery-focused housing units to the area through community outreach initiatives, advocacy, and organization partnerships. The group has also expanded to include health care outreach services to residents experiencing homelessness or housing insecurity.

Pew Charitable Trusts released its list of human services grant recipients on Feb. 15, awarding a total of \$7.7 million to five nonprofits in Philadelphia. Project HOME will receive the largest award of the group, a \$3.5 million "growth grant" to expand programming.

The funding will go towards the addition of 150 supportive housing units in the city, as well as an expansion of supports for people experiencing substance use disorder – primarily in the Kensington community.

The Independence Visitor Center received \$500,000 to support the recovery of the city's tourism sector in the wake of the ongoing COVID-19 pandemic. The grant will support digital marketing and outreach efforts to increase tourism to Philadelphia.



The POPS rocks out to the hits of The Beatles with special guest Echo Kid at the Independence Visitor Center on March 5, 2022 at 1 p.m. This event is free and open to the public, on the South Terrace at the Independence Visitor Center.

Local rock group Echo Kid will perform the set list from the The Beatles' 1969 rooftop concert in its original order, followed by more from the Let It Be album.

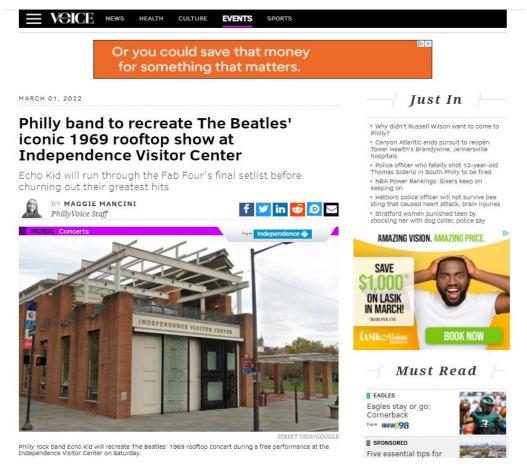
The original rooftop concert took place in January of 1969, while The Beatles were recording Let It Be. The pop-up was intended to be a publicity stunt, but it turned out to be the last time The Beatles performed together publicly. It was the only time songs from Let It Be were performed live by the band.

For the second set, Echo Kid will perform a selection of the fab four's greatest hits for a Beatles dance party. The event will feature light refreshments and the opportunity to enter a raffle to win a pair of tickets to POPS Rocks Let it Be on Friday, March 11th.

As part of the Independence Visitor Center and Independence National Historical Park's health and safety guidelines, all guests are required to wear masks indoors, regardless of vaccination status.

The band released Let It Be in 1970, eight months after the release of Abbey Road and one month after the group famously broke up. The rooftop performance reentered the mainstream with The Beatles: Get Back documentary on Disney+, which shows the rehearsals and recording process from Let It Be. In January 2021, the rooftop concert was released for the first time on music streaming platforms.

This event celebrates the upcoming POPS Rocks Let it Be, running March 11, 12 and 13, 2022 at Verizon Hall at the Kimmel Cultural Campus.



On January 30, 1969, The Beatles' performed an unannounced concert on the roof of Apple Corps headquarters in London.

The show was planned as a publicity stunt to jumpstart the band's return to live performances ahead of their album "Let It Be," but it famously ended up being their last live performance. The band played 10 takes of five songs, beginning with "Get Back," to a small audience of fans and onlookers.

On Saturday, the Philadelphia rock band Echo Kid will recreate the iconic rooftop concert at the Independence Visitor Center at 1 p.m. The concert is free.

Echo Kid will first perform the original rooftop concert setlist, listed below, before playing several of The Beatles' greatest hits.

A I KYW NEWSRADIO . ENTERTAINMENT | LOCAL

This weekend in Philly: Auto Show comes to town, Philly POPS go Beatles, and more

Last chance: Blue Cross RiverRink Winterfest closing this weekend









Cormac McCarthy has 2 novels coming out in the



Young Ukrainian dancers, trapped abroad, get Paris residency

New Oliver Jeffers book

PHILADELPHIA (KYW Newsradio) — This weekend on The KYW To-Do List: Jam out to the Beatles OG "Let It Be" set list in Old City, explore winter's beauty and listen to a conservatory performance at Longwood Gardens, or, figure out whodunnit with Rose, Dorothy, Blanche and Sophia.

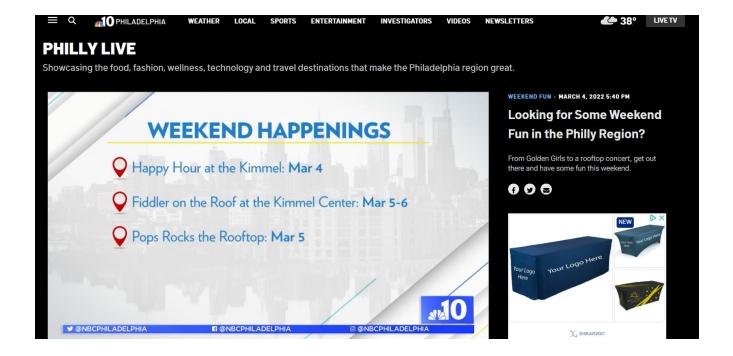
EVENT: POPS Rock the Rooftop

DATE/TIME: Saturday, 1 p.m.

WHERE: Independence Visitor Center, 599 Market St., Old City

DETAILS: As an ode to the Beatles' 1969 rooftop concert, where they recorded "Let It Be," Philly POPS and special guest Echo Kid will be playing the concert set list in its original order. The second part of the set will feature Echo Kid performing some of the Beatles' greatest hits.

PRICE: Free to attend



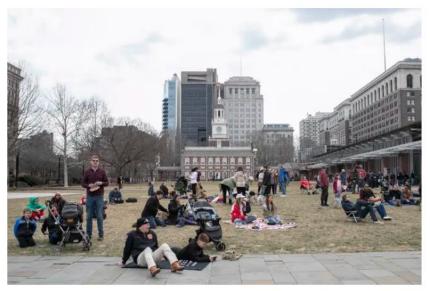
The Philadelphia Inquirer

marketing@ph

Weather

Record-high temperatures in the 70s are forecast for Philly on Sunday and Monday

In Philly, this has been one of the mildest winters on record, but not at the Shore, and don't start feeding your sweaters to moths just yet.



People sit on the grass at Independence Mall as the Philly band Echo Kid recreates the Beatles' iconic 1969 rooftop concert by performing across the street on the Liberty View at Independence Visitor Center on Saturday.

HEATHER KHALIFA / Staff Photographer



Philadelphia has an excellent shot at setting high-temperature records the next two days, as an ambitious spring makes a run at routing the remnants of a winter that officially has been one of the mildest on record.

Sunday's forecast high, 73 degrees, and Monday's, 77, would set daily records for March 6 and 7. The "normal" highs for those days would be 49 and 50 degrees, respectively.

One cautionary note: It is still March, and it would be premature to feed your sweaters to the moths, forecasters advise. "Winter is not over by any means," said Dean Iovino, lead meteorologist at the National Weather Service Office in Mount Holly, who has survived three decades' worth of Philly winters.

The Philadelphia Inquirer

Photos of Philly's recreation of the Beatles' iconic 1969 rooftop concert

Local Philly rock group Echo Kid performed the set list from the The Beatles' 1969 London rooftop concert in its original order, followed by more from the Let It Be album, as people watched from above and below at the Independence Visitor Center on Saturday afternoon.





Philly band Echo Kid recreates the Beatles' iconic 1969 rooftop concert by performing on the Liberty View at Independence Visitor Center in Philadelphia on Saturday, March 5, 2022. The free public concert was hosted by the Independence Visitor Center and Visit Philly, in partnership with the Philly Pops.

HEATHER KHALIFA / Staff Photographer



A crowd watches and records on their phone from across the street. HEATHER KHALIFA / Staff Photographer



A crowd gathers on the terrace of the Independence Visitor Center as the Philly band Echo Kid covers the Beatles songs. HEATHER KHALIFA / Staff Photographer



Brendan McHale (right) of Echo Kid performs. HEATHER KHALIFA / Staff Photographer



Philly band Echo Kid recreates the Beatles' iconic 1969 rooftop concert by performing on the Liberty View at Independence Visitor Center.

HEATHER KHALIFA / Staff Photographer



A crowd sings along and records on their phones. HEATHER KHALIFA / Staff Photographer



Independence Hall is seen in the background as Christian Turzo (left) and Mike Do of Echo Kid perform. HEATHER KHAI IFA / Staff Photographer



A crowd watches from below while a sightseeing bus rolls by. HEATHER KHALIFA / Staff Photographer



A crowd cheers from below as Echo Kid finishes a song. HEATHER KHALIFA / Staff Photographer