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**CELEBRATE THE LAUNCH OF THE PHILLY PHLASH® 2023 SEASON BEGINNING
THURSDAY, APRIL 27, WITH FREE RIDES ALL DAY ON THE PHILLY PHLASH DOWNTOWN LOOP**

Photos may be found [HERE](#).

PHILADELPHIA, PA | APRIL 20, 2023 – On Thursday, April 27, 2023, at 10 a.m., the [Philadelphia Visitor Center Corporation](#) celebrates the launch of the 29th year of the [Philly PHLASH® Downtown Loop](#) service by offering riders FREE service all day! PHLASH is an award-winning transportation service in downtown Philadelphia and a staple icon for visitors and locals planning a stay or a day exploring the City of Brotherly Love’s must-see destinations.

The transit service is a quick, convenient, and affordable way to access popular attractions throughout Philadelphia. The PHLASH stops at 19 popular locations, including the Delaware River Waterfront, Philadelphia Museum of Art, Reading Terminal Market, the Benjamin Franklin Parkway, and Independence National Historical Park. In addition, the stops along the PHLASH route allow tourists to explore Philadelphia’s renowned attractions and are within walking distance of the city’s hotels. Beginning April 27 through September 4, PHLASH will operate daily from 10 a.m. to 6 p.m., providing service to each stop every 15 minutes. From September 8 through December 24, PHLASH will run with weekend-only service (Friday through Sunday) from 10 a.m. to 6 p.m.

“The 2023 season marks 29 years of the PHLASH, and we are incredibly proud of the trusted anchor and contributor the PHLASH service has been to our city’s tourism economy,” said Jennifer Nagle, Interim President & CEO of the Philadelphia Visitor Center Corporation. “For our partner attractions along the PHLASH route, the PHLASH supports an estimated \$1.5 million in net new revenue given the accessibility it provides.”

The Philadelphia Visitor Center Corporation is excited to announce Comcast as a new PHLASH partner, with a dedicated stop on [the Comcast Center Campus](#), at 18th Street and John F. Kennedy Boulevard. Discover the next great idea at The Universal Sphere™, a free, cinematic experience in the Comcast Technology Center, with sensory-friendly and accessible offerings available. Enjoy compelling programming on *The Comcast Experience*, a 27-million-pixel video wall in the Comcast Center. And, while here, grab a bite to eat from local favorites, or sit down to a terrific meal at award-winning restaurants with great views.

New in 2023

New attractions, family-friendly exhibits, and exciting happenings along this year’s PHLASH route include the Museum of Illusions at 4th and Market Streets; *Disney 100: The Exhibition* at the Franklin Institute; *Black Founders* exhibit at the Museum of the American Revolution; The

Universal Sphere in the Comcast Technology Center; and *Rising Sun Artists in an Uncertain America* at the Pennsylvania Academy of the Fine Arts and the African American Museum in Philadelphia.

Our Partners

In addition to the support of the Commonwealth of Pennsylvania, the City of Philadelphia, SEPTA, and the Philadelphia Parking Authority, PHLASH would not be viable without the additional contributions from our non-profit and private sector partners, including Comcast, the Museum of the American Revolution, Eastern State Penitentiary, Philadelphia Museum of Art, Philadelphia Zoo, Please Touch Museum, Philadelphia Convention Center, Philadelphia Convention & Visitors Bureau, Reading Terminal Market, The Franklin Institute, National Constitution Center, The Barnes Foundation, Museum of Illusions Philadelphia, Delaware River Waterfront Corporation, and Visit Philadelphia.

2023 Season Overview

Full details available on PhillyPHLASH.com

Service Schedule

April 28 to September 4 - Daily Service (10 a.m. to 6 p.m.)

September 8 to December 24 – Weekend Only Service (Friday to Sunday, 10 a.m. to 6 p.m.)

December 26 to December 30 – Daily Service (10 a.m. to 6 p.m.)

Convenient and Affordable

At only \$5 all day, or \$2 per ride, the PHLASH is the easy choice for visitors and locals on a budget. Passes can be purchased at the Independence Visitor Center, online at phlvisitorcenter.com/PHLASH, or onboard with exact cash or change. An exclusive \$9 two-day pass is available for purchase online only. SEPTA Key card and pass holders, children age four and under, and seniors ride FREE for the entire season. The PHLASH is wheelchair-accessible, and service animals are welcome.

Park & Ride Program

This program offers discounted daily parking rates at five PPA garages. To redeem, present your valid PHLASH pass from the current day to the garage management office before exiting. You must enter the garage after 9 a.m. and exit by 7 p.m. to receive the discount. Here is a list of participating garages:

- AutoPark at 2nd and Sansom Streets; \$11
- AutoPark at Independence Mall, 5th & Market Streets; \$14
- Parkade on 8th Street, 801 Filbert Street; \$11
- AutoPark at Jefferson, 10th & Ludlow Streets; \$11
- AutoPark at The Fashion District, 10th & Filbert Streets; \$11

About

[About the Philly PHLASH](#)

The Philly PHLASH® Downtown Loop seasonal transit program is managed by the Philadelphia Visitor Center Corporation. PHLASH vehicle service is provided by Krapf's Coaches. For more information about the PHLASH, visit PhillyPHLASH.com or call 800-537-7676.

About the Philadelphia Visitor Center Corporation:

The Philadelphia Visitor Center Corporation is a Pennsylvania non-profit, 501(c)3 organization, that works in cooperation with VISIT PHILADELPHIA®, the Philadelphia Convention and Visitors Bureau, the City of Philadelphia, National Park Service, and the Commonwealth of Pennsylvania. The Philadelphia Visitor Center Corporation operates the Independence Visitor Center in cooperation with the National Park Service. The Independence Visitor Center is the primary point of orientation for Independence National Historical Park and the official visitor center of the Philadelphia region, including Bucks, Chester, Delaware, and Montgomery Counties. In addition, the Corporation operates the LOVE Park Visitor Center, City Hall Visitor Center, the Philly PHLASH® Downtown Loop transit service, and the private event space, The Liberty View at Independence Visitor Center. Visit us at www.phlvisitorcenter.com, and follow @PHLVisitorCenter on Instagram, Twitter, and Facebook.