



**Media Contact:**

Elissa Hill

*On Behalf of Philadelphia Visitor Center Corporation*

[ehill@signature57.com](mailto:ehill@signature57.com)

814-952-1170

**Philadelphia Visitor Center Corporation Collaborates with Sly Stallone Shop and MGM Consumer Products for “Rocky” Apparel & Souvenir Sales at Parkway Visitor Center Outpost**

*Sly Stallone Shop and MGM Consumer Products add “Rocky Shop” to the Parkway Visitor Center Outpost, located at the Steps of the Philadelphia Museum of Art and Rocky Statue.*

**October 5, 2023 (PHILADELPHIA)** – The [Philadelphia Visitor Center Corporation](#) (“the Visitor Center”) today announced a retail collaboration with Sly Stallone Shop, the official brand of Sylvester Stallone, and MGM, the trademark owner of the Rocky franchise. Exclusively licensed apparel will be available beginning today, October 5, 2023, at the [Parkway Visitor Center Outpost](#), located at the base of the steps of the Philadelphia Museum of Art (“PMA”) near the famous Rocky Statue. This marks the first time since 1982, when the Rocky Statue was presented and gifted to the City of Philadelphia by Sylvester Stallone, that licensed apparel and souvenirs of the Sly Stallone Shop and Rocky franchise will be available when visiting the Rocky Statue. The Parkway Visitor Center Outpost’s hours will be extended to 7:30 p.m. today, October 5, 2023 to celebrate the launch.

“I’m incredibly proud of my association and roots in Philadelphia,” said Academy Award nominated actor and screenwriter and Golden Globe Award winning actor, Sylvester Stallone. “Without Philly I never would have had such a blessed life. I will always be indebted to the people and the fighting spirit of this unique city, and myself and ‘Rocky’ will always cherish the memories from the city of brotherly love. Every day, I think of thousands of people from all over the world, who run up those amazing steps and have a piece of the dream and that alone makes my heart swell with pride. And I would like to personally thank the city officials who made this dream come true. I look forward to being there and celebrating with everyone!”

With millions of visitors annually on the apron of the PMA, the Rocky Statue is one of the City’s most visited locations. The recently opened Parkway Visitor Center Outpost provides information and services, sells tickets to major city attractions, serves as a hub for the seasonal PHLASH® Downtown Loop transit service, and connects visitors from the Benjamin Franklin Parkway’s many museums and cultural institutions to Kelly Drive and iconic Boathouse Row.

The Parkway Visitor Center Outpost will now feature a “Rocky Shop” in addition to locally sourced Philadelphia-themed retail and souvenirs. Merchandise available in the Rocky Shop will include the



Rocky II Tiger Jacket; Rocky III Italian Stallion Training Jacket; Rocky II Boxing Trunks; Rocky III Yellow Boxing Trunks; Rocky III Italian Stallion Boxing Robe; Rocky IV Stars and Stripes Boxing Trunks; Rocky IV Balboa Boxing Robe; Rocky Philadelphia T-Shirts; Rocky Hats; and additional souvenir items such as collectibles and photo frames.

“The Rocky Statue is the second most-visited attraction in Philadelphia, so we’re thrilled to expand our visitor services in this location to provide exclusive access to apparel and souvenirs,” said rocky Ott Lovell, President & CEO, Philadelphia Visitor Center Corporation. “Our partnership with Sly Stallone Shop and MGM Studios is a fantastic opportunity for the Visitor Center to continue supporting our operations on the Parkway and throughout the city, while giving our guests the opportunity to take a piece of Philadelphia – and Rocky – home with them. We look forward to meeting visitors where they are on the Parkway and helping them discover and explore all that Philadelphia has to offer.”

“This collaboration will expand the Rocky experience in Philadelphia, an incredible city that will always be a special place for fans of Rocky,” said Robert Marick, Head of MGM Consumer Products. “MGM Studios is eager to provide fans with an opportunity to further memorialize Rocky by giving them exclusive merchandise when they visit the city.”

The Rocky franchise has remained a global phenomenon because it presents moviegoers with universally relatable themes—ambition, passion, determination and giving it your all to be a champion, even when the odds are against you. MGM’s Rocky and Creed films have generated more than \$2 billion in worldwide box-office sales. The original Rocky garnered three Academy Awards.

“Rocky and Sylvester Stallone are so closely linked to the Philadelphia Museum of Art that it’s hard to think of one without the other. Every day, we see crowds of people – visitors and locals alike – running the ‘Rocky Steps’ and taking photos with the Rocky statue. In fact, Mr. Stallone himself has been a friend and frequent visitor to the museum over the years,” said Sasha Suda, George D. Widener Director and Chief Executive Officer of the Philadelphia Museum of Art. “This collaboration will only help to encourage more visitors to come to the Rocky Steps and enjoy the beautiful Philadelphia Museum of Art. Our doors are wide open to welcome everyone.”

Visitors can stop by the newly opened [Parkway Visitor Center Outpost](#) from 10 a.m. to 5 p.m. every Thursday through Monday for information and tickets to major city attractions. The Parkway Visitor Center Outpost is generously supported by a \$100,000 contribution from Stallone, along with contributions from The Pew Charitable Trusts, the Commonwealth of Pennsylvania Department of Community and Economic Development (DCED), the Philadelphia Convention & Visitors Bureau, VISIT PHILADELPHIA®, and the Philadelphia Visitor Center Corporation.

A grand opening celebration is anticipated for late 2023 or early 2024. For more information on the Philadelphia Visitor Center Corporation, visit: [www.phlvisitorcenter.com](http://www.phlvisitorcenter.com).



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**About the Philadelphia Visitor Center Corporation:**

The Philadelphia Visitor Center Corporation is a Pennsylvania nonprofit, 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 three outpost locations including the LOVE Park Visitor Center, City Hall Visitor Center, and the Parkway Outpost Visitor Center, the Philly PHLASH® Downtown Loop transit service, and the private event space, The Liberty View at Independence Visitor Center.

**About The Sly Stallone Shop:**

Sylvester Stallone launched The Sly Stallone Shop on February 5, 2018. The Stallone Shop has become the number one go-to spot for fans around the world to get officially licensed Stallone merchandise while also raising money for charity. Every single item has either been designed or approved by Sylvester Stallone. With a wide range of over 200 products, and millions of followers across the world. The high quality merchandise includes limited edition life like action figures and statues, their favorite movie prop or a wide range of clothing, some of which will be making an appearance in the new physical store. To view the complete collection, go to [www.SlyStalloneShop.com](http://www.SlyStalloneShop.com).

**About MGM, an Amazon Company:**

Metro Goldwyn Mayer (MGM), an Amazon Company, is a leading entertainment company focused on the production and global distribution of film and television content across all platforms. The company owns one of the world's deepest libraries of premium film and television series, as well as the premium commercial free pay television network MGM+ U.S., which is available domestically via cable, satellite, telco and digital distributors. MGM+ International, an on-demand service, delivers the best of MGM's rich catalogue of movies and series to an international audience, and is available in 25 countries across Europe, Australia, Asia, Latin America, and Canada. MGM also owns unscripted production companies Big Fish Entertainment and Evolution Media. For more information, visit [www.mgm.com](http://www.mgm.com).