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**Sylvester Stallone to Join Philadelphia Visitor Center Corporation for
Grand Opening of Rocky Shop at Parkway Visitor Center Outpost**

City of Philadelphia to present resolution of annual “Rocky Day” on December 3, the anniversary of the original movie premiere in 1976

November 27, 2023 (PHILADELPHIA)—The [Philadelphia Visitor Center Corporation](#) (“the Visitor Center”) today announced that Sylvester Stallone will appear at a grand opening event of the Rocky Shop at the Parkway Visitor Center at 11 a.m. on Sunday, December 3. The Rocky Shop is the only physical location where visitors and fans can purchase licensed apparel and souvenirs from the *Rocky* franchise, licensed exclusively by Sly Stallone Shop, the official brand of Sylvester Stallone.

The grand opening event, hosted by the Visitor Center in partnership with VISIT PHILADELPHIA® and the Philadelphia Museum of Art, will feature a resolution from the City of Philadelphia declaring December 3 “Rocky Day” in Philadelphia. The event commemorates the 47th anniversary of the original premiere of *Rocky* in 1976.

“This day is an amazing day for me, and the people who have taken in Rocky into their hearts,” said **Sylvester Stallone**, Academy Award-nominated actor and screenwriter and Golden Globe Award-winning actor. “When I come to Philly and stand on the steps, it touches my soul like it did when I was a child. This is a very special place in a very special city... Believe me, there’s no other place like it in the world!”

The Rocky Shop offers an assortment of licensed merchandise from the Sly Stallone Shop, including 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. Select items will be available for visitors attending the grand opening event at a satellite Rocky Shop location on The Oval.

“This is an incredibly exciting moment for the tourism and hospitality industry in the city, and we are truly honored to have Sylvester Stallone join us for the grand opening of the Rocky Shop,” said **Kathryn Ott Lovell**, President & CEO, Philadelphia Visitor Center Corporation. “Visitors from around the world come to Philadelphia to visit the Rocky Statue and run our iconic steps. The Rocky Shop not only enhances their time spent on the Parkway, but their entire stay in Philadelphia through the visitor services we provide at our Outpost.”

The Rocky Shop and The Parkway Visitor Center Outpost are generously supported by Mr. 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.

"Millions of visitors are drawn to the Rocky statue, one of Philadelphia's most visited attractions, because so many identify with this enduring underdog story," said Visit Philadelphia president and CEO, **Angela Val**. "We all have our 'Rocky Moment' and visitors come here to identify and celebrate their own spirit of perseverance. Having a Philadelphia Visitor Center outpost at the base of the steps will enhance the overall visitor experience and deliver support directly where we know the visitors are gathering."

In addition to supporting the establishment of the Parkway Visitor Center Outpost with a \$100,000 personal contribution, Mr. Stallone will donate his portion of proceeds earned from merchandise sales at the Rocky Shop to support the restoration of the Philadelphia Museum of Art's East Terrace and the famous “Rocky Steps.”

“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. Mr. Stallone himself has been a friend and frequent visitor to the museum over the years. We are thrilled to welcome him back and eternally grateful for his support of the East Terrace Restoration. Rocky helping to fix the Rocky Steps, what could be better!” said **Sasha Suda**, George D. Widener Director and Chief Executive Officer of the Philadelphia Museum of Art.

Visitors can stop by the Rocky Shop and [Parkway Visitor Center Outpost](#) from 10 a.m. to 5 p.m. every Thursday through Monday for retail, information and tickets to major city attractions, including the Philadelphia Museum of Art and cultural attractions along the Parkway.

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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.

About Visit Philadelphia:

VISIT PHILADELPHIA® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy. On Greater Philadelphia's official visitor website, visitphilly.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the site an effective trip-planning tool. Visitors can also find loads of inspiration on Visit Philly's social media channels.

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.

About the Philadelphia Museum of Art:

The Philadelphia Museum of Art is a national and international destination for art, but first we are Philadelphia's Museum of Art – for all the many diverse communities of the city. Through our collections, exhibitions, events, educational activities, celebrations and more, the PMA is a storyteller, and we welcome everyone to be part of the story -- our doors are wide open. To learn more, visit www.philamuseum.org.