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## **THE PHILLY PHLASH BUS KICKS OFF 30<sup>th</sup> YEAR OF SERVICE WITH FREE RIDES ALL DAY TO THE CITY'S MOST ICONIC ATTRACTIONS**

*Service for the 2024 season features three new stops, a new website, and a renewed push to encourage residents to ride Phlash with a valid Septa Key Card.*

**PHOTOS:** [TBD](#)

**PHILADELPHIA, PA** – May 17, 2024. Today, the [Philadelphia Visitor Center Corporation](#) (PVCC) launched the 30<sup>th</sup> anniversary season of the [Philly PHLASH](#) with 7-day-a-week service! The PHLASH is free for all riders today, and always free for Septa Key Card Holders. The PHLASH is an award-winning bus service connecting riders to the city's most iconic attractions.

“When the PHLASH launched in 1994 to drive tourism in our city, it was the gold standard for safe, fast, and affordable travel between our most iconic tourist attractions,” said Kathryn Ott Lovell, PVCC President and CEO. “Thirty years later, the PHLASH continues to drive a world-class visitor experience.”

### **Digital upgrades drive the PHLASH forward**

The PHLASH is a safe, fast, and affordable way to conveniently reach the city's most iconic attractions.

New this year, PHLASH bus service is searchable on popular web-based map applications, and the PHLASH website, [Ridephillyplash.com](http://Ridephillyplash.com), will feature real-time ride tracking.

Thanks to a new partnership with Visit Philadelphia, the PHLASH service features a new logo and refreshed brand identity to mark its 30<sup>th</sup> year of service. The new logo and brand identity offer a refreshed look and modern color scheme to catch riders' eyes on the busy city streetscapes. The new branding features an infinity loop, offering a visual cue to riders that the PHLASH is an attraction loop, and riders will always be able to return to where their journey began.

### **Stops and Feature Attractions**

The 2024 PHLASH route begins at The Independence Visitor Center, and makes stops at Reading Terminal Market/Pennsylvania Convention Center, Love Park and Visitor Center, Comcast Center Campus, Barnes Foundation, Rodin Museum, Eastern State Penitentiary, the Pearlman Building, Philadelphia Museum of Art, the Rocky Statue and Art Museum steps, The Franklin Institute, Liberty Bell Center, Museum of the American Revolution, Penn's Landing/Independence Seaport Museum, Betsy Ross House, Please Touch Museum, and Philadelphia Zoo.

Three new PHLASH stops expand access in Old City and connect visitors to popular riverfront attractions like the Independence Seaport Museum, The Riverlink Ferry Service to Camden, NJ, and Spruce Street Harbor Park.

## **New Stop Details**

### **Stop 1:** Independence Visitor Center (599 Market Street)

Just steps from the Liberty Bell and Independence Hall in the heart of Old City, The Independence Visitor Center is open 364 days a year; offering clean, accessible public restrooms, free Wi-Fi, and access to the region's official visitor information services.

### **Stop 15:** Penns Landing and the Independence Seaport Museum (2<sup>nd</sup> and Market Streets)

With a new PHLASH stop at 2<sup>nd</sup> & Market Streets, Penn's Landing attractions are open and accessible during construction on the PennDOT 1-95 construction project. The new stop is just steps from the Market Street pedestrian bridge to Penn's Landing.

### **Stop 16:** Betsy Ross House (3<sup>rd</sup> and Arch Streets)

The Betsy Ross House is one of our nation's most historic sites, offering tours and programs to explore and celebrate the sights and sounds of colonial Philadelphia.

## **Schedule and Ticketing**

From Friday, May 17, through Monday, September 2 (Labor Day), the Philly PHLASH will operate daily from 10 a.m. to 6 p.m., providing service approximately every 15 minutes.

At \$2 for a single ride, PHLASH is the most affordable and convenient way to travel across town. A two-day pass costs just \$9, and a family day pass is just \$12 per day for two adults and two children. PHLASH is free for SEPTA Key Card holders, children aged four and under, and seniors (65+). The PHLASH is ADA-accessible and climate-controlled.

PHLASH tickets are available for purchase online, at any visitor center, or onboard the bus with exact change.

## **Park and Ride**

PHLASH ticket holders enjoy significant discounts at five of the Philadelphia Parking Authority's most convenient Center City parking garages:

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

## **PHLASH Supporters**

The PHLASH is made possible by funding from the Commonwealth of Pennsylvania Department of Transportation, SEPTA, The City of Philadelphia, Visit Philadelphia, and local partners representing Philadelphia's most iconic sites and attractions, including The Barnes Foundation, Comcast, Eastern State Penitentiary, The Independence Seaport Museum, The Franklin Institute, Historic Philadelphia, Museum of the American Revolution, The Museum of Illusions, The National Constitution Center, Philadelphia

Convention & Visitors Bureau, Philadelphia Convention Center, The Philadelphia Museum of Art, The Philadelphia Zoo, Please Touch Museum, and Reading Terminal Market.

The Philly PHLASH 2024 season and 30th-anniversary re-branding are made possible by Visit Philadelphia. Find program details, routes, schedules, and more at [RidePhillyPHLASH.com](https://ridephillyphlash.com).

This year PHLASH riders can take the shuttle to the premiere destinations in the city, including many new attractions, family-friendly exhibits, and exciting happenings along this year's route. Visitors can take the PHLASH to view *LEGO: The Art of the Brick* at the Franklin Institute, *Spiders Alive!* at the Philadelphia Zoo, *IMPRINT: Dox Thrash Black Life, and American Culture* at the African American Museum, *Rodin's Hands* at the Rodin Museum, and *Witness to Revolution: The Unlikely Travels of Washington's Tent* at the Museum of the American Revolution.

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**ABOUT THE PHILADELPHIA VISITOR CENTER CORPORATION** *The Philadelphia Visitor Center (PVCC) connects visitors to memorable, authentic, and fun Philly experiences at our four visitor center locations: 6th and Market, City Hall, Love Park, and the Parkway. It facilitates the operation of the Independence Visitor Center, 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. PVCC also operates the LOVE Park Visitor Center, Parkway Visitor Center, City Hall Visitor Center, The Philly PHLASH seasonal public transit service, and The Liberty View, a private event space at The Independence Visitor Center overlooking the Liberty Bell and Independence Mall. For more information, please visit [www.phlvisitorcenter.com](https://www.phlvisitorcenter.com).*