

PHAMBASSADORS

PHILADELPHIA VISITOR CENTER CORPORATION LAUNCHES 'PHAMBASSADORS' TO HARNESS CIVIC PRIDE AND SHOW THE WORLD HOW PHILADELPHIA SHINES

The Phambassador program will empower 10,000+ passionate advocates to celebrate and share the city's culture, pride, and energy, shaping global perceptions ahead of 2026

Philadelphia, PA (April 29, 2025) – The [Philadelphia Visitor Center Corporation](#) proudly announces the launch of the [Phambassadors](#). The Phambassador program aims to recruit over 10,000 champions of Philadelphia in two years, creating a community whose pride and influence will help shape how the world sees and experiences the city in 2026 and beyond.

At a press conference today, representatives from Philadelphia Visitor Center Corporation and Visit Philadelphia were joined by city officials as they unveiled the program and highlighted its mission. The Phambassador program is a bold movement designed to amplify the pride, passion, and influence of Philadelphians.

“Philadelphia has an X Factor—a grit, passion, and an undeniable energy that only those who have experienced it can understand. But too often, the outside world sees an incomplete version of our city’s story. The Phambassador program is here to change that,” said Kathryn Ott Lovell, President & CEO of Philadelphia Visitor Center Corporation. “This initiative will create a powerful platform that unites Philadelphia’s most passionate advocates to amplify the city’s strengths and redefine its global reputation.”

The Phambassador program is designed with flexibility in mind, allowing participants to engage at different levels based on their interest and availability. Whether by supporting civic events and promoting good news online, volunteering to welcome visitors at key events, or helping uncover Philadelphia’s hidden gems, there is a place for everyone in this citywide movement.

Becoming a Phambassador starts with signing the official Phambassador Pledge—a free, simple commitment to proudly and authentically represent Philadelphia. Once signed up, Phambassadors gain access to exclusive events, exciting updates, local perks, and ways to grow within the program. Phambassadors can live anywhere and must share a love of Philadelphia and a desire to promote the city to others. Participants unlock new opportunities to expand their impact in the community by proudly sharing Philly pride through tagging @phl.phambassadors,

using hashtags #JoinThePham and #Phambassadors, wearing their Phambassador gear, and attending events.

Invested Phambassadors who progress through the program will be invited to participate in Pham Camp, an immersive, one-of-a-kind experience designed to deepen participants' love for Philly and equip them with the knowledge and inspiration to share it with the world. With a nostalgic nod to summer camp, Pham Camp brings people together through discovery, celebration, and hands-on learning. Phambassadors will gain insider access, discover hidden gems, and tap into the vibrant energy that sets Philadelphia apart, leaving them inspired, informed, and ready to represent the city.

As Philadelphia prepares to take the global stage for America's 250th birthday in 2026, the city's greatest asset will be its people. The Phambassador program is designed to ensure that during this historic moment, the spirit, pride, and energy of Philadelphia are front and center for the world to see. As the world watches, they will be the storytellers, connectors, and champions of all things Philadelphia.

"As we approach the nation's 250th anniversary in 2026, we have an incredible opportunity to tap into the people who know Philadelphia best — our residents — to amplify and celebrate everything that makes our city so special," said Angela Val, president and CEO of Visit Philadelphia. "The Phambassador program is a powerful extension of Visit Philadelphia's Civic Pride work, which treats the city itself as our sixth team — one we root for through good times and bad. We're unlocking the pride that already lives here, giving residents more ways to share their stories, represent their neighborhoods and show off their favorite small businesses. There's nothing like Philadelphia pride, and we're thrilled to team up with the Visitor Center to bring this to life."

Interested individuals are encouraged to register at www.phambassador.com/sign-the-pledge to receive details on upcoming events, exclusive opportunities, and ways to get involved. Phambassadors will join a vibrant network of individuals passionate about Philadelphia—its culture, communities, and future. They will build meaningful connections, amplify their voices, and shine a spotlight on everything that makes Philadelphia dynamic, welcoming, and one-of-a-kind.

For more information, or to become a Phambassador, please visit www.phambassador.com. Follow Phambassadors on social media at @phl.phambassadors and use the hashtags #JoinThePham and #Phambassadors. Phambassadors will be popping up at favorite Philadelphia events throughout May—including First Friday in Old City, the Independence Blue Cross Broad Street Run Expo, and more—with additional appearances to be announced soon. The first 500

individuals to sign the pledge will receive an exclusive offer to claim free Phambassador merchandise at the new Phambassador Club House in LOVE Park.

The Phambassador program is made possible through generous funding from the Philadelphia Funder for the Semiquincentennial, the Commonwealth of Pennsylvania, the William Penn Foundation, Visit Philadelphia, and the City of Philadelphia.

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