

**Media Contact:**

Abby Kleman

Cashman & Associates

[abby@cashmanandassociates.com](mailto:abby@cashmanandassociates.com)

M: 302-668-4781



**PHILADELPHIA VISITOR CENTER CORPORATION ANNOUNCES SECOND ANNUAL PHILLY OPENER SPRING FUNDRAISER**

*Philadelphia Eagles Executive Vice President and General Manager Howie Roseman will be honored with the Most Valuable Philadelphian Award*

**Philadelphia, PA (April 9, 2025)** – On Monday, May 12, 2025, the Philadelphia Visitor Center Corporation (PVCC) will host its second annual award-winning Philly Opener celebration and fundraiser at the Independence Visitor Center (599 Market St, Philadelphia, PA 19106). This highly anticipated event caps off National Travel and Tourism Week, bringing together industry leaders, community partners, and passionate Philadelphians to highlight the significant impact of tourism on Philadelphia and beyond.

The event will kick off with an exclusive VIP reception for sponsors from 5:00–6:00 p.m., followed by the general event from 6:00–8:30 p.m. Upon arrival, guests will be invited to celebrate the city and state’s iconic destinations with fun activations and photo moments from the Visitor Center and Visit PA. The culinary experience at the event will showcase the best of Philadelphia’s diverse food scene, including a Taste of Reading Terminal Market, a Taste of the Historic District, and a tasting station from James Beard Award-winning chef Jose Garces featuring Buena Onda in collaboration with Mijenta Tequila. The evening will include live entertainment, and the program will feature remarks from leadership at PVCC, Visit Philadelphia, and select government officials.

“The Philly Opener is a true celebration of Philadelphia’s vibrant tourism industry and the people who make this city an unforgettable destination,” said Kathryn Ott Lovell, President and CEO of the Philadelphia Visitor Center Corporation. “This year’s event is even bigger and

better, with exciting activations, incredible food, and opportunities for Philadelphians to come together and celebrate the city they love.”

A key highlight of the event will be the presentation of the Most Valuable Philadelphian (MVP) Award, recognizing an individual who has made a significant impact on the city. This year’s honoree is Howie Roseman, Executive Vice President and General Manager of the Philadelphia Eagles, whose leadership has not only brought the team to three Super Bowl appearances and two victories in the past eight years, but also elevated Philadelphia’s profile on the global stage. Through the Eagles’ growing international presence, Roseman has helped spotlight Philadelphia as a world-class sports city and cultural destination. Off the field, he is a committed champion for Philadelphia, supporting causes that strengthen communities and reflect the values of the city he proudly represents.

“The City of Philadelphia has been home to me and my family for more than 25 years and in that time, we have found it to be a very special place with very special people,” said Howie Roseman. “One of my favorite things about Philadelphia is the passion of its people. Whether it’s for their sports teams, their food, or their neighborhood, Philadelphians are proud of where they are from and not shy about telling you. With so many inspirational and deserving individuals throughout our wonderful city, I am truly honored and humbled to be recognized as this year’s Most Valuable Philadelphian. I would like to extend my sincere appreciation to the Philadelphia Visitor Center for this special recognition.”

Funds raised through the Philly Opener support the mission of the Philadelphia Visitor Center Corporation. This year’s event is made possible by the generous support of sponsors including:

- Highmark Blue Shield
- Visit PA
- Comcast Spectacor
- John and Janet Haas, Otto Haas Charitable Trust
- Accenture
- Aronimink Golf Club
- Bank of America
- Cashman & Associates
- ChatterBlast
- The Pennsylvania Convention Center
- The Philadelphia Convention and Visitors Bureau
- Delaware Valley Regional Economic Development Fund
- Energy Transfer
- Event Network
- Haverford Quality Investing

- Independence Blue Cross
- Philadelphia 76ers
- Philadelphia Eagles
- Philadelphia Phillies
- PNC

The Philly Opener is an open-to-the-public ticketed event, providing attendees with an immersive experience of the city's best attractions, food, and entertainment. General admission tickets are \$150 and can be purchased at [www.phillyopener.org](http://www.phillyopener.org).

### **About The Philadelphia Visitor Center Corporation**

The Philadelphia Visitor Center Corporation connects visitors to memorable, authentic, and fun Philly experiences at its 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. PVC also operates the LOVE Park Visitor Center, Parkway Visitor Center, City Hall Visitor Center, and Philly PHLASH Downtown Loop transit service, as well as the private event space, The Liberty View at Independence Visitor Center. For more information, please visit [www.phlvisitorcenter.com](http://www.phlvisitorcenter.com).

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