



Phambassadors Program Announces Deloitte as First Corporate Supporter

New collaboration strengthens citywide civic pride movement ahead of the nation's 250th anniversary

PHILADELPHIA, PA (July 30, 2025) — The Philadelphia Visitor Center Corporation (PVCC) has announced Deloitte* as the first official corporate supporter of Phambassadors, a civic pride initiative launched in April 2025 to empower people who are passionate about Philadelphia to actively share their pride.

With Deloitte's support, the program will expand its reach and deepen its presence across communities and workplaces—strengthening its impact as the city prepares to take the national spotlight for America's 250th anniversary in 2026.

"Deloitte's engagement is a shared commitment to the city we all care deeply about," said Kathryn Ott Lovell, President & CEO of the Philadelphia Visitor Center Corporation. "The business community plays a critical role in shaping Philadelphia's future, and we're thrilled to have Deloitte involved in the movement."

The engagement will include civic engagement opportunities for Deloitte professionals, event activations, and amplified storytelling to help boost local pride and participation across Philadelphia.

"At Deloitte, we are passionate about supporting the communities where we live and work, and Philadelphia is an exceptional city that inspires great pride. Partnering with our neighbors to highlight the city's incredible sights, activities, and events is a fantastic initiative," said Brian Holwig, Principal, Government and Public Services, Deloitte Consulting LLP. "For Deloitte professionals who live, work, and enjoy spending time here, becoming Phambassadors is yet another way to celebrate this amazing city as we approach the 250th commemoration of our nation next year. We're proud to be involved in this exciting initiative."

As a company long invested in Philadelphia's civic and economic vibrancy, Deloitte's decision to support the Phambassadors movement reflects its ongoing commitment to the city's success.

"I'm often found in the stands cheering for Philadelphia sports teams, so the Phambassador program is a great fit for my love for our city and Deloitte's enthusiasm for the region's economic success," said Sandy Pfeffer, Greater Philadelphia Marketplace Leader, Deloitte LLP. "I'm so glad that we can be a part of this effort to showcase our city, work toward a fun and successful year of 2026 celebrations, and use our collective positive energy to welcome visitors."

Phambassadors empowers civic-minded Philadelphians to take pride in their city and take action—whether it's spreading the word about local events, exploring hidden gems across

neighborhoods, or showing up at community meetups. Every small act fuels a movement to celebrate Philly's spirit and inspire others to join.

Interested supporters can reach out to discuss opportunities by contacting phambassadors@phlvisitorcenter.com.

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About Phambassadors

Launched in April 2025 by the Philadelphia Visitor Center Corporation, *Phambassadors* is a civic pride initiative designed to rally more than 10,000 people over two years to proudly share Philadelphia's story with the world. Open to anyone who loves Philly—whether they live here, work here, or just believe in what the city stands for—Phambassadors pledge to show up for Philadelphia by connecting others to its authentic people, places, and experiences. As we approach America's 250th anniversary in 2026, Phambassadors will help shape how the world sees and remembers Philly—building a legacy of pride, connection, and community that lasts well beyond the celebration. To become a Phambassador, take the pledge at <https://phambassador.com>, and follow along on social media at @phl.phambassador.

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.

*Please see www.deloitte.com/us/about for a detailed description of their legal structure.

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