



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Elissa Hill

ehill@signature57.com

814-952-1170

Philadelphia Visitor Center to Host 'Birthday Party in the USA' with ShopRite and Miss Philadelphia, Celebrating America's 250th Birthday on July 4, 2026

*5,000 Patriotic Cupcakes, Historic Entertainment, and Family Activities
Planned for July 4 at Independence Visitor Center*

PHILADELPHIA (June 24, 2026)—The [Philadelphia Visitor Center](#) (Visitor Center) today announced that Independence Visitor Center will host "Birthday Party in the USA" from noon to 3 p.m. on Saturday, July 4, in partnership with ShopRite Philadelphia and Miss Philadelphia. The free, family-friendly celebration of America's 250th birthday will feature 5,000 free patriotic cupcakes, historic entertainment, interactive activities, and special appearances by current and former Miss Philadelphia titleholders.

As the nation marks the semiquincentennial, visitors and locals are invited to celebrate in the birthplace of America. Inspired by Philadelphia icon Betsy Ross, ShopRite's bakers will craft a one-of-a-kind display for America, made up of cupcakes arranged to form an oversized American flag. The event will culminate with the presentation of the cake and the distribution of 5,000 red, white, and blue cupcakes created by ShopRite Philadelphia bakers.

"Philadelphia is the birthplace of America, and we can't wait to celebrate the semiquincentennial here in America's most historic square mile," said **Kathryn Ott Lovell, President & CEO of Philadelphia Visitor Center and Philadelphia250**. "We're thrilled to partner with ShopRite Philadelphia and Miss Philadelphia to welcome residents and visitors for an unforgettable birthday celebration that honors our nation's past while creating new memories for the next generation."

The celebration will include:

- A free giveaway of 5,000 patriotic cupcakes courtesy of ShopRite Philadelphia
- Appearances by Miss Philadelphia 2026, Miss Philadelphia Teen and former Miss Philadelphia titleholders
- Free face painting
- Free family games and prizes
- Historic Once Upon a Nation storytelling experiences presented by Historic Philadelphia
- Colonial reenactors, including Betsy Ross
- A live fife and drum performance
- Philadelphia 250 baseball cap customization with local business, Primitive Boutique
- Opportunity for visitors to sign one of the largest birthday cards ever created for the United States

At approximately 1:30 p.m., guests will gather for a ceremonial presentation of the oversized flag, a community singing of "Happy Birthday" to the United States of America, and the start of the cupcake giveaway.

+++

About the Philadelphia Visitor Center

The Philadelphia Visitor Center connects visitors to memorable, authentic, and fun Philly experiences at our five visitor center locations: 6th and Market, City Hall, Love Park, the Parkway, and Philly Pride Visitor Center. 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. The Visitor Center also operates 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.

###