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**VISIT PHILADELPHIA® MARKS WORLD EMOJI DAY WITH NEW PHILLY STICKERS**  
*Philly Emojis Now Available For Apple's Messages App*

**PHILADELPHIA, July 14, 2017** – In honor of [World Emoji Day](#), VISIT PHILADELPHIA®, the region's official tourism marketing agency, today announced the launch of its sticker pack, featuring expressive Philly-themed illustrations and animations that locals and visitors can use in iMessage chats on iPhones and iPads.

The sticker pack features 33 shareable emojis that give Apple users a creative way to talk about the City of Brotherly Love in their private day-to-day messages. Graphics include an animated Liberty Bell with heart-eyes, a Philly cheesesteak, VISIT PHILADELPHIA's own "XOXO" from the beloved **With Love, Philadelphia XOXO®** campaign and, of course, an illustration of Independence Hall, a UNESCO World Heritage Site and the birthplace of America.

"The popularity of messaging apps continues to grow, and people love to use emojis, graphics and illustrations in these conversations," said Meryl Levitz, president and CEO of VISIT PHILADELPHIA. "We think it's important that visitors and locals have a free, visual way to liven up their conversations about Philly, which is why we're bringing our fun Philly emojis to Apple stickers."

The Philadelphia Sticker Pack, featuring artwork designed by VISIT PHILADELPHIA's in-house creative team, is available on the App Store [here](#) for iPhone and iPad users with iOS 10. To send a sticker by itself, users simply tap the sticker, or they can drag and drop a sticker directly on top of message bubbles, photos and other stickers in iMessage conversations.

VISIT PHILADELPHIA's social media accounts communicate with more than 1.3 million fans and followers across 14 social media accounts about Philadelphia happenings. To keep the conversations going, VISIT PHILADELPHIA launched the Philadelphia Keyboard in 2016 and was one of the first destinations to introduce a set of custom emojis. The new sticker pack repurposes those custom emojis, which are no longer available in the Philadelphia Keyboard.



VISIT PHILADELPHIA® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

On Greater Philadelphia's official visitor website and blog, [visitphilly.com](http://visitphilly.com) and [uwishunu.com](http://uwishunu.com), visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets.

*Note to Editors: For high-resolution photos of Greater Philadelphia, visit the photo gallery of [visitphilly.com/pressroom](http://visitphilly.com/pressroom).*