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Tweet It: New from @visitphilly and @SkaiBlueMedia: a messaging toolkit to help local businesses tell Philadelphia's story. <http://vstphl.ly/2j2oFqu>

VISIT PHILADELPHIA RELEASES PHILADELPHIA MESSAGING TOOLKIT
Entrepreneur in Residence Creates Resource For Local Businesses To Help Tell Philly's Story

PHILADELPHIA, September 6, 2017 – Today, VISIT PHILADELPHIA, together with its **Entrepreneur in Residence (EIR)**, launched the Philadelphia Messaging Toolkit to help local entrepreneurs and business leaders talk about Philly. The new resource is available to view and download online at visitphilly.com/messagingtoolkit.

“We’re enlisting entrepreneurs and business leaders to join us in spreading the good news of Philadelphia’s vibrancy as a place to visit, work and play,” said Meryl Levitz, president and CEO of VISIT PHILADELPHIA. “As the region’s official tourism-marketing agency, VISIT PHILADELPHIA’s mission is to do this every day, but many others can help us tell Philadelphia’s story. The toolkit provides Philly facts and news for entrepreneurs to weave into speeches, talking points and conversations.”

In January 2016, VISIT PHILADELPHIA launched the EIR program—a first-of-its-kind initiative for a destination marketing organization—with Rakia Reynolds, founder and CEO of Skai Blue Media, a multimedia communications agency with offices in Philadelphia and New York City and regional, national and international clients.

“Philadelphia is a hub for entrepreneurs, small businesses, academic leaders and other innovators and changemakers, and we want them to be able to speak knowledgeably about their city,” Reynolds said, “The toolkit will help local entrepreneurs deliver consistent, creative messaging about the City of Brotherly Love.”

In addition to touting accomplishments and accolades, the Philadelphia Messaging Toolkit contains:

- Messaging about the Philadelphia region’s offerings
- Facts and statistics for presentations, decks and speeches
- Government and business resources

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ABOUT VISIT PHILADELPHIA:

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 and 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.

ABOUT RAKIA REYNOLDS AND SKAI BLUE MEDIA:

Producer turned communications strategist, Rakia Reynolds is the founder and CEO of Skai Blue Media (SBM), a multimedia communications agency with an all-star roster of lifestyle, technology and nonprofit clients such as Ashley Graham, Dell, Landit, Serena Williams and Marley Dias. Noted as an influencer in the creative business industry and a member of the United Nations Global Accelerator, Rakia is sought after by companies to provide her expertise in creative development, branding and strategic communications. She regularly contributes her expertise on entrepreneurship and leadership to the pages of Forbes, Inc.com, the Huffington Post, Fast Company and more.

Under Reynolds' leadership, SBM provides business development and communications strategies to start-ups, established brands, personalities and nonprofits to launch, brand, rebrand and revitalize their businesses. SBM merges creativity with strategy to create innovative communications and branding tactics that impact clients' triple bottom lines (social, environmental and financial).