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VISIT PHILADELPHIA® & CITY OF PHILADELPHIA BRING PHILLY TO SEATTLE
AS PART OF AMAZON HEADQUARTERS BID

Ads Showcase Philly's Art, Food, Outdoors & Neighborhoods To Amazon Community

PHILADELPHIA, October 27, 2017 – Now through November 26, Seattleites will catch a glimpse of Philadelphia in 48 transit ad placements and social media posts highlighting the city's food and drink, arts and culture, neighborhoods, outdoor activities and people. The campaign reinforces the message driven home in the city's bid for Amazon's second headquarters: that Philadelphia residents enjoy a high quality of life.

VISIT PHILADELPHIA collaborated with the [City of Philadelphia](#) and its [Amazon HQ2 Coalition](#) on the strategy and development of the four-week paid-media campaign, which began running the week of October 23. The newly created ads, conceived and designed in house at VISIT PHILADELPHIA, feature bold photos and messages that play on the meaning of Philly's famed nickname—The City of Brotherly Love. They appear throughout neighborhoods near Amazon headquarters.

“Our ads focus on Philadelphia's quality of life—one of the very best reasons to live, work and play here,” said Meryl Levitz, president and CEO of VISIT PHILADELPHIA. “For more than 20 years now, we've been inviting people to uncover all of the city's great joys, and we're excited to bring this message to Seattle.”

Appearing on buses in Seattle's South Lake Union and Denny Triangle neighborhoods, the messages—inspired by The City of Brotherly Love—include:

- Philadelphia: City of Green Love (accompanied by a photo of the Schuylkill River Trail)
- Philadelphia: City of Independent Love (photo of Independence Hall)
- Philadelphia: City of Colorful Love (photo of the rainbow crosswalks at 13th and Locust Streets)

The advertisements pair with Visit Philly social media tactics, including promoted Facebook, Instagram and LinkedIn posts. The posts contain visitor-produced images and positive editorial coverage that highlight the benefits of living in Philly.

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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.