

CONTACT: Cara Schneider
(215) 599-0789, cara@visitphilly.com
Tweet us: [@visitphillyPR](https://twitter.com/visitphillyPR)

BROTHERLY (AND MORE) LOVE STARS IN NEW VISIT PHILADELPHIA® AD CAMPAIGN
2018 Advertising Initiative Promotes More Ways To Love Philly

PHILADELPHIA, February 22, 2018 – VISIT PHILADELPHIA’s new advertising campaign centers around the line “**City of Brotherly Love**” and uses stunning visuals to highlight the many dimensions of the Philadelphia visitor experience. The in-house creative team at VISIT PHILADELPHIA developed the campaign to run in outdoor media, online, in print and on television. The \$1.4 million media buy will reach residents in the New York and Washington, DC metro areas through September 22, 2018.

“Philadelphia” is Greek for “Brotherly Love.” More than 300 years ago, William Penn named his city for this ideal. VISIT PHILADELPHIA’s advertising campaign both plays off Penn’s intention and evolves the organization’s popular **With Love, Philadelphia XOXO®** campaign, launched in 2009. The campaign uses engaging, full-color photography. It kicked off with a dozen lines, including **City of Brotherly Love** and **City of Sisterly Love** to represent shared experiences, **City of Foodie Love** to spotlight Philly’s rich dining scene and **City of Legendary Love** to show off historic icons and exhibits.

“Love has always been at the core of our mission—and at the core of Philadelphia itself,” said Meryl Levitz, president and CEO of VISIT PHILADELPHIA. “This new advertising campaign presents many dimensions of what Philly offers to a wide array of visitors who want to do more than sightsee—they want to sight-do. Of course, any visitor who really wants to get to know Philadelphia in meaningful ways absolutely must sleep over.” VISIT PHILADELPHIA’s popular **Visit Philly Overnight Hotel Package**, which comes with free onsite parking and other fabulous perks, is available at visitphilly.com/overnight.

The campaign includes billboards, transit screens and heartwarming online and televised videos. Main hubs for outdoor advertisements include Secaucus Junction in Secaucus, N.J., Port Authority Bus Terminal at 8th Avenue and 42nd Street in New York City, Dupont Circle Metro Station and Capital One Arena in Washington, DC. In June, the campaign will overtake New York’s Penn Station as part of VISIT PHILADELPHIA’s annual “Penn Station Domination.” Billboards also appear along New Jersey’s Route 30, I-95 and the PA Turnpike, with digital billboards along I-95 and throughout Northern New Jersey. The television spots run in the Philadelphia market on CBS3, 6ABC, NBC Sports and Comcast Spotlight.

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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.