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**Tweet It:** Homesick Philly initiative takes @visitphilly on the road this summer:  
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**VISIT PHILADELPHIA® GOES ON THE ROAD THIS SUMMER  
TO PROMOTE ITS HOMESICK PHILLY® INITIATIVE**  
*Activations Take Place in New York City, DC, Baltimore & Boston*

**PHILADELPHIA, July 11, 2018** – VISIT PHILADELPHIA® is taking the city on the road this summer to promote **Homesick Philly®**, a \$1.3 million nostalgia marketing initiative to draw former residents and students back to the region to reconnect with and rediscover the neighborhoods, food, arts, culture, history and sports they adored when they lived, worked or went to school here. The road trip includes a six-week presence at iHeartMedia's Broadway in Bryant Park in New York City and an experiential tour that brings Philly food tastings, music, giveaways, a postcard station and more to Washington, DC, Baltimore and Boston.

"We know that people who used to live in Philadelphia have a huge affection for it," said Meryl Levitz, president and CEO, VISIT PHILADELPHIA. "Through our two activations this summer, we hope to find many of these people, remind them what they're missing and encourage them to come home soon for a visit."

**iHeartMedia's Broadway in Bryant Park:**

By sponsoring iHeartMedia's popular Broadway in Bryant Park series on six consecutive Thursdays from July 12 through August 16, VISIT PHILADELPHIA will spread the Homesick message to 10,000 attendees each week. The sponsorship includes onsite branding, program ads, stage announcements, giveaways, a contest, appearances by hip-hop artist and brand ambassador Chill Moody and an activation space that Mural Arts Philadelphia artist Felix St. Fort will use each week to paint a What You've Been Missing mural. Once completed, the piece will be installed temporarily at Philadelphia's Cherry Street Pier, opening in fall 2018 and managed by the Delaware River Waterfront Corporation. Nearly 400 on-air spots are running on New York City's Lite FM to promote the six-week promotion.

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**Homesick Philly Tour:**

Kicking off in Philadelphia's Dilworth Park on July 31 before heading to Baltimore, Washington, DC and Boston, the experiential tour will encourage festival and eventgoers to reminisce about their time in Philly by enjoying culinary creations from four Philadelphia chefs, who are developing recipes for the tour.

From Jennifer Carroll and Billy Riddle of the brand-new Spice Finch, chicken cheesesteak kebabs. From Marcie Turney of Lolita, Barbuzzo, Bud & Marilyn's, Little Nonna's and Jamonera fame, meatballs over polenta cake. And from Kurt Evans of SOUTH Kitchen & Jazz Parlor, his take on TastyKake Kandy Kakes. Guests will also be treated to music, giveaways, a postcard station and more. The tour will appear:

- Thursday, August 2, 5:30 p.m. – WTMD's First Thursday Festival, Canton Waterfront Park, Baltimore
- Wednesday, August 8, 11 a.m. – LIVE! Concert Series, Woodrow Wilson Plaza, Washington, DC
- Thursday, August 16, 5 p.m. – Boston Calling Block Party, Dewey Square, Boston

The initiative began with various marketing tactics, including a [Homesick Philly video](#).

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 and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of [visitphilly.com/mediacenter](http://visitphilly.com/mediacenter).*