

CONTACTS: Cara Schneider
(215) 599-0789, cara@visitphilly.com
Daniel Davis
(267) 546-0758, daniel@visitphilly.com
Tweet Us: [@visitphillyPR](https://twitter.com/visitphillyPR)

Tweet It: The @visitphilly stories you should know and tell this August: <https://vstphl.ly/2LIFyE6>

PHILADELPHIA STORY IDEAS FOR AUGUST 2019

Looking for a story to tell? Philadelphia has plenty of them. Here are some of the people, places and events on our radar for stories that are perfect to share today, next week, this season or next:

PROFILE: LUIS LICEAGA

Loco Lucho's Latino Kitchen, the Reading Terminal Market's first Latin American vendor, came about through a combination of genes, pastime, entrepreneurial drive—and football. **Luis Liceaga**, who also owns promotional product company Impact Dimensions, is the great-nephew of Carmen Aboy Valldejuli, author of the classic *Juntos en la Cocina (Puerto Rican Cookery)*. Liceaga took up cooking at Penn. Ten years ago, he wound up cooking for a popular Eagles tailgate. That led him to catering, and then to the historic market. Open for a little more than one year, Loco Lucho's top-sellers include the Cubano sandwich—"I'll put my Cuban sandwiches next to any of them," said Liceaga—*arroz con pollo* (chicken and rice) and paella, available on Saturday and Sunday—"We sell out every weekend." The secret to their success? "We're just taking home recipes and putting them into a commercial establishment," said Liceaga.

COVER THIS NEXT: DAVID HARTT: THE HISTORIES

This September, **Beth Sholom Synagogue** in Elkins Park becomes more than a house of worship designed by Frank Lloyd Wright, the first modern U.S. architect to receive UNESCO World Heritage designations for his work (in July 2019). Beth Sholom also becomes the host of its first-ever artist commission in *David Hartt: The Histories (Le Mancenillier)*. Hartt's multimedia installation examines and evokes the culture, migration and environment of Jewish and Black diasporas in America. Highlights include music by 19th-century Jewish-Creole composer Louis Moreau Gottschalk, video and tapestry that evoke the landscape of Haiti and New Orleans, live musical activations by Haitian Philadelphian baritone Jean Bernard Cerin (and more musicians) and tropical plants throughout. **September 11-December 19, 2019.** For more must-cover fall events, click [here](#).

WHAT WE'RE DRINKING NOW: TWINE

Daniel Davis, Media Relations Coordinator: Last month, we went to **Paradocx Vineyard** in Landenberg, Chester County, and I unexpectedly fell in love with **Twine**, their iced tea-flavored sweet white wine. Outside the vineyard, Paradocx wines are available for sale at Pinot Boutique in Old City, The Market at Liberty Place in Kennett Square and Westtown Amish Market in West Chester.

AUGUST OPENINGS & MUST-COVERS:

- **August 8, Punch Buggy Brewing Co.:** Kensington gets a new taproom featuring small-batch smoked porter, New England IPA, wheat hefeweizen and blonde "Punch Buggy Yellow" ale.
- **August 12, Four Seasons Hotel Philadelphia:** The Comcast Technology Center's luxe new hotel welcomes its first guests for unforgettable overnights in the sky.

-more-

- **August 27-November 17, [Hamilton](#):** The Broadway musical finally makes its way to the city Alexander Hamilton called home, via the historic **Forrest Theatre**.
- **August 31 & September 1, [Made in America](#):** Jay-Z's Labor Day weekend tradition puts Cardi B, Travis Scott, Lizzo, Gucci Mane and more on stages along the **Benjamin Franklin Parkway**.

LOOKING TO WINTER HOLIDAYS:

- **November 21, 2019-January 5, 2020, [Winter IllumiNights](#):** New this year: a lit (literally) evening activation at the **Philadelphia Zoo**.
- **November 23-January 5, 2020, [Shady Brook Farm Holiday Light Show](#):** This dazzling drive-through display is a Bucks County must-do.
- **November 28, 2019: [6abc Dunkin' Donuts Thanksgiving Day Parade](#):** The 99th such parade marks the start of the holiday season.
- **December 7, 2019, [Deck the Alley](#):** Elfreth's Alley opens the doors of its historic and decorated homes for one day only.
- **More (and great photos!) in our new press release: [Winter Holiday Highlights in Philadelphia](#)**

NEW & UPDATED PRESS RELEASES:

- **[Fact Sheet: Beer in Philadelphia & The Countryside](#)**
- **[Wineries and Wine Trails in Philadelphia's Countryside](#)**
- **[Parks & Public Spaces in Philadelphia](#)**
- **[Central & South American, Cuban, Puerto Rican & Mexican Dining in Philadelphia](#)**
- **[Comida Centro y Suramericana, Cubana, Puertorriqueña y Mexicana en Filadelfia](#)**
- **[40+ of Philadelphia's Best Vantage Points](#)**
- **[VISIT PHILADELPHIA President and CEO Announces Executive Leadership Team](#)**

ESSENTIAL PHOTOGRAPHY:

- **[“We the Youth” Mural by Keith Haring](#)**
- **[Race Street Pier](#)**
- **[Swann Memorial Fountain](#)**
- **[Vista Peru](#)**

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

