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**Tweet It:** #PhillyLive debuts thanks to @visitphilly and @NBCPhiladelphia partnership:  
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**VISIT PHILADELPHIA® & NBC10 PARTNER TO DEBUT “PHILLY LIVE,”  
A NEW MULTIPLATFORM ENTERTAINMENT SHOW**  
*Show Premiered September 9 & Focuses On Lifestyle & Travel In Greater Philadelphia*

**PHILADELPHIA, September 10, 2019** – VISIT PHILADELPHIA®, in a first-of-its-kind partnership with NBC10, has announced “Philly Live,” a daily 15-minute lifestyle feature distributed across NBC10’s 19 digital platforms and on-air at 11:45 a.m. The show, which debuted September 9, highlights the latest lifestyle, travel and entertainment news and social, digital and technology trends.

“We’re proud to launch this strategic partnership with NBC10 to develop must-see things to see and do for their innovative ‘Philly Live’ venture,” said Jeff Guaracino, president & CEO, VISIT PHILADELPHIA. “As Greater Philadelphia’s leisure travel experts, we’re thrilled to show people why a trip to Philadelphia is fun every day and every season of the year. The goal of this partnership is to inspire more people to visit and to inspire locals to explore their hometown and show it off to their visiting friends and relatives. ‘Philly Live’ offers us multiplatform broadcasts during the increasingly popular noon prime time and when we add in Visit Philly’s own platforms, we’ll have a huge megaphone to tell our story.”

Hosted by Northeast Philadelphia’s Aunyea Lachelle, “Philly Live” will feature content focused on regional food, fitness, fashion and beauty, wellness and travel. No other NBC-owned and -operated stations have this type of innovative partnership with a destination. The groundbreaking collaboration with NBC10 and Telemundo62 helps VISIT PHILADELPHIA encourage residents to explore their hometown and inspire potential out-of-market travelers to visit the region.

“Every weekday, NBC10’s Aunyea Lachelle helps you live your best Philly life, showing you all the things you’ve come to know and love about our region, and taking you off the beaten path to discover the people and places that make the Delaware Valley unique,” said Ric Harris, president and general manager, NBC10 and Telemundo62. “We deliver it all directly to you where you want it: Instagram, Facebook, your NBC10 App, Roku, YouTube and live on NBC10 every weekday.”

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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](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.

**ABOUT NBC10 PHILADELPHIA / WCAU:**

Owned by NBCUniversal, NBC10 Philadelphia has been delivering local news, information and weather for more than 60 years, serving nearly six million viewers throughout Greater Philadelphia, the Lehigh Valley, South Jersey and Delaware. Viewers turn to NBC10 for the most up-to-date breaking news and weather on a variety of platforms, including online at [nbc10.com](http://nbc10.com) and via mobile and social platforms. COZI TV, the station's multicast network, offers a full schedule of America's most beloved and iconic television series and hit movies as well as local programming. COZI TV can be seen on Comcast channel 248, Verizon channel 460, RCN channel 28 and over-the-air on digital 10.2.

**ABOUT TELEMUNDO62 PHILADELPHIA / WWSI:**

Owned by NBCUniversal, Telemundo62 / WWSI is NBC's Owned Television Stations local station serving Spanish-speaking viewers throughout the Greater Philadelphia area, including 18 counties across Pennsylvania, South Jersey and Delaware. Telemundo62 viewers start their mornings with Primera Edición, an hour-long, local Spanish-language newscast airing weekdays at 6 a.m. and continue to receive the latest in local news and weather information during Al Mediodía, a 30 minute newscast airing weekdays at 12 p.m. Noticiero Telemundo62 is a locally produced, live Spanish-language newscast, airing weekdays at 5 p.m., 5:30 p.m., 6 p.m. and 11 p.m. Viewers turn to Noticiero Telemundo62 for local news, weather, sports and community coverage on-air and on the Telemundo62 app. For more information, visit [Telemundo62.com](http://Telemundo62.com).

*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).*