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Tweet It: New Philly-focused podcast focuses on the region's unexpected side: <https://vstphl.ly/2T8jeqc>

VISIT PHILADELPHIA® LAUNCHES 'LOVE + GRIT' PODCAST
Free, New Podcast Focuses On City's Unexpected Side

PHILADELPHIA, February 28, 2020 – Today, VISIT PHILADELPHIA® launched [Love + Grit](#), a Philadelphia podcast featuring the authentic and diverse stories of the city and its residents to inspire all people — travelers and locals alike — to visit (or re-visit) the region.

Released twice a month, the show gives listeners an insider's look — often humorous — at Philadelphia's under-the-radar and unexpected gems: the must-know people, the must-taste foods and the must-have experiences. The podcast features fun interview segments about the features that make Philadelphia a destination like no other.

Listeners can subscribe to *Love + Grit* for free on Apple, Spotify and wherever podcasts are available.

“Through visitphilly.com and uwishunu.com, we have long given our region a voice through the written word. Today, we're giving our region an audible voice. *Love + Grit* will spark new perspectives, opinions, curiosity and laughs about Philadelphia through the interviews and stories our hosts tell — stories you won't hear anywhere else,” said Jeff Guaracino, president and CEO, VISIT PHILADELPHIA. “More than 51% of Americans have listened to a podcast, and our foray into audio and voice in tourism marketing will help us show them Greater Philadelphia's rich culture and diversity and, ultimately, drive visitation to our region.”

The Hosts:

Philadelphia enthusiasts — Laiya St. Clair, national radio personality and co-host/producer of [Questlove Supreme](#), and VISIT PHILADELPHIA's Rachel Ferguson and Justin Pizzi — host *Love + Grit*. It's scored by local producer and DJ Dan “Dilemma” Thomas.

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“As hosts of the podcast, we offer an unapologetically bold perspective on our region, taking listeners on an adventure that includes humor, wit, passion and knowledge,” said Rachel Ferguson, chief innovation & global diversity officer, VISIT PHILADELPHIA. “We come from different walks of life, and we each have something special to offer — as do our guests, who share our emotional connection to Philadelphia’s magic.”

Featured Guests:

Anchoring *Love + Grit*’s first episode are interviews with Rashia Bell, co-founder of [The Cristalline](#), an interior design and crystal-healing firm; Vashti DuBois, executive director and founder of The Colored Girls Museum; and Patrice Banks, the founder of [Girls Auto Clinic \(GAC\)](#). Future episodes will feature Ursula Augustine, owner of [Ursula’s About Phace Rittenhouse Studio](#); Shawn Gee, president of [Live Nation Urban](#); DJ Aktive, currently touring with Janet Jackson; and Elizabeth Henry, spa supervisor at [Four Seasons Hotel Philadelphia at Comcast Center](#).

Full audio and supporting video content live on [visitphilly.com/podcast](#) and on Visit Philly’s social channels.

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](#).