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INTRODUCING CITY OF SISTERLY LOVE RADIO: NEW, STREAMING MUSIC STATION FROM PHILLY — FUELED BY EMPOWERING FEMALE ARTISTS — ON IHEARTRADIO
Station Features Songs Of Hope & Inspiration, Along With Timely Public Service Announcements

PHILADELPHIA, April 14, 2020 – Today, VISIT PHILADELPHIA® announces the creation of City of Sisterly Love Radio streaming on iHeartRadio. Set to debut in May 2020 (exact date TBA), City of Sisterly Love Radio, inspired by Philadelphia’s powerful legacy of female musicians, will provide inspiration, hope, encouragement and empowerment to listeners during the COVID-19 pandemic and beyond. Between songs, the station will stream timely public service announcements (PSAs) by community and healthcare leaders, along with messages of gratitude for essential workers and others on the frontlines of the pandemic.

City of Sisterly Love Radio was originally conceived to be part of Philadelphia’s yearlong celebration of the centennial of the 19th Amendment. In early 2020, with support from Philadelphia City Councilwoman Katherine Gilmore Richardson, the city changed its moniker from “City of Brotherly Love” to “City of Sisterly Love” to further the celebration.

“Philly is home to some of the greatest female voices and artists of all time. I am thrilled that VISIT PHILADELPHIA has created this new platform,” said Gilmore Richardson, “I look forward to listening for my favorite tunes and celebrating all our city has to offer.”

Anthems by Philadelphians Patti LaBelle and Pink, Sister Sledge and Santigold — along with Aretha Franklin, Beyoncé, Ella Fitzgerald, The Go-Go’s, Lizzo, Dolly Parton and Taylor Swift — fuel the 150-song, multi-genre playlist. The public can go to visitphilly.com/sisterlyloveradio now through June 12 to make song suggestions. City of Sisterly Love Radio will be available on all streaming services.

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.