

NOTE TO EDITORS: *This story is embargoed until Friday morning, July 23, 2021 at 9:00 a.m.*

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VISIT PHILADELPHIA® LAUNCHES SUMMER TRIP GIVEAWAY, CHALLENGING TRAVELERS TO PACK LIGHT — LITERALLY — FOR A WEEKEND IN PHILLY

*The Pack Light. Plan Big. For Philly. Summer Giveaway
Offers Travelers The Chance To Win One Of Five Exclusive Weekend Getaways*

PHILADELPHIA, July 23, 2021 – Would you hit the road for a summer getaway with nothing but a fanny pack? VISIT PHILADELPHIA® is betting on it as it launches its **Pack Light. Plan Big. For Philly. Summer Giveaway** — part of a \$2.5 million regional tourism marketing campaign to entice leisure travelers to visit. Beginning today through August 25, 2021, those eager to make the most of summer can head to visitphilly.com/summertimegiveaway to enter for the chance to win one of five fanny packs that hold tickets and gift cards — valued at \$3,300 each — for an exclusive, unforgettable weekend escape to Philadelphia.

For five consecutive weekends from August 6 through Labor Day, one lucky winner and a guest will leave their overstuffed suitcases at home and enjoy a Philadelphia getaway filled with a two-night hotel stay, dinner at a James Beard-affiliated restaurant, museum hopping, shopping, concerts, sporting events and more. To kick off the contest, VISIT PHILADELPHIA is sending brand ambassadors to New York City on Friday, July 23, 2021, to surprise two adventurous travelers willing to travel with just fanny packs with a trip to Philadelphia this weekend.

“In Philadelphia, there’s so much to do, and a trip here doesn’t take a lot of planning. It’s easy. That’s what we’re demonstrating by bringing our **Pack Light. Plan Big. For Philly.** campaign to life with this fun Philly in a fanny pack promotion,” said Neil Frauenglass, chief marketing officer, VISIT PHILADELPHIA. “Summer is one of the best times to experience our region, so we’ve curated five unforgettable trips, including a two-night Visit Philly Overnight Hotel Package, to make every weekend count and showcase the very best of our iconic history, renowned restaurants, independent shops and not-to-be-missed events. What’s there to pack when everything you need is right here?”

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Page 2/Pack Light. Plan Big. For Philly. Summer Giveaway

Prize Packages:

Each summer weekend escape is packed with only-in-Philly experiences. All winning packages include:

- A two-night stay at the new Element Philadelphia via the Visit Philly Overnight Hotel Package, including free hotel parking
- \$500 in gift cards for Philly-born shops
- \$250 gift card and reservation for a James Beard-affiliated restaurant
- Two-day Philly PHLASH Downtown Loop passes
- \$25 Independence Gift Shop gift card
- An incentive to return: Two tickets to see *Beautiful: The Carole King Musical* at the Academy of Music in February 2022

Because every weekend brings special happenings to Philadelphia, each of the five packages include access to an assortment of events and attractions that are uniquely Philly. Among the offerings:

- VIP passes for Made in America, presented by Live Nation, on the Benjamin Franklin Parkway
- Tickets to other Live Nation events, including Hoagie Nation, featuring Daryl Hall & John Oates, Squeeze, Kool & The Gang and others; the Hella Mega Tour, featuring Green Day, Fall Out Boy and Weezer; and the Alanis Morissette concert
- Tickets for the Philadelphia Union vs. CF Montréal game
- All-access passes for the BlackStar Film Festival
- Tickets for the African American Museum in Philadelphia, Eastern State Penitentiary, John James Audubon Center at Mill Grove, Longwood Gardens, a Mural Arts Philadelphia tour, Museum of the American Revolution, New Hope Railroad, Philadelphia's Magic Gardens, Philadelphia Museum of Art and Philadelphia Zoo

For a complete list of each weekend's prize package and to enter to win, go to

visitphilly.com/summergiveaway.

About Pack Light. Plan Big. For Philly:

The **Pack Light. Plan Big. For Philly.** regional tourism marketing campaign launched in March 2021, inviting leisure travelers to safely reconnect with those they missed during the COVID-19 pandemic and experience Greater Philadelphia's new and renovated museums, iconic history, buzzed-about restaurants and breweries, plentiful parks and public spaces, and annual events. The marketing initiative focuses on ease that comes with a trip to Philadelphia — an ease not found in many other big cities — and encourages people to come as they are, plan as much or as little as they like and reap the rewards of reconnecting with the people they've missed the most in a place that surprises and delights at every turn.

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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 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 the Independence Visitor Center for additional information. 599 Market Street, (800) 537-7676

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.