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**NEW VISIT PHILADELPHIA® INITIATIVE INVITES MEMBERS OF
NATIONAL PAN-HELLENIC COUNCIL TO EXPLORE PHILADELPHIA**
*Proud & Prominent Philadelphians & Pan-Hellenic Council Members
Featured In Videos & Itineraries*

PHILADELPHIA, September 10, 2021 — Today VISIT PHILADELPHIA® announced a new year-long marketing effort to encourage the more than 2 million members of the National Pan-Hellenic Council® (NPHC), an umbrella organization composed of nine historically Black fraternities and sororities known as the Divine Nine, and African American travelers in general to visit Philadelphia to experience the region's history, culture, food, drink and fun. The initiative includes videos and itineraries featuring trip suggestions from prominent Philadelphians who are members of NPHC on visitphilly.com.

Why This Project Now?:

Black history and culture have long been a part of the Philadelphia experience and a great reason for travelers to visit the region. It was here that activist Octavius Catto fought for voting rights and where music legends Kenny Gamble and Leon Huff developed the Sound of Philadelphia. It's also a place where two historically Black colleges and universities thrive.

Also thriving is the Black travel market. According to MMGY Global, Black U.S. leisure travelers spent \$109.4 billion on travel in 2019, and their trips accounted for 13% of the U.S. leisure travel market.

"We want Black leisure travelers to know that Philadelphia is must-visit destination, and there's no one better to extend the invitation to visit than local NPHC members," says Rachel Ferguson, chief innovation and global diversity officer. "This initiative is a continuation of VISIT PHILADELPHIA's long-standing efforts to invite Black travelers to explore our region and support economic growth for the vital Black- and Brown-owned businesses that make it such a special place."

Videos & Itineraries:

The VISIT PHILADELPHIA: Black Greek Edition videos, found on visitphilly.com, showcase more than a dozen local NPHC members sharing their favorite places to go in Philadelphia. These proud Philadelphians appear in locations around the city that are significant in the Black and/or NPHC

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communities, including The African American Museum in Philadelphia (AAMP), Mother Bethel A.M.E. Church, Kappa Alpha Psi International Headquarters and City Hall. Participants include:

- **Kevin Harden Jr.**, Alpha Phi Alpha Fraternity, Inc.®
Professional Affiliation: Ross Feller Casey, LLP
- **Rev. Dr. Lorina Marshall Blake**, Alpha Kappa Alpha Sorority, Inc.®
Professional Affiliation: Independence Blue Cross Foundation
- **Charlene Collins**, Alpha Kappa Alpha Sorority, Inc.®
Professional Affiliation: Omega Omega Chapter, Alpha Kappa Alpha Sorority, Inc.®
- **John Burrell**, Kappa Alpha Psi Fraternity, Inc.®
Professional Affiliation: Kappa Alpha Psi Fraternity, Inc.®
- **Richard Lee Snow**, Kappa Alpha Psi Fraternity, Inc.®
Professional Affiliation: United Negro College Fund
- **Harold T. Epps**, Omega Psi Phi Fraternity, Inc.®
Professional Affiliations: Diversified Search and Bellevue Strategies
- **Hon. Blondell Reynolds Brown**, Delta Sigma Theta Sorority, Inc.®
Professional Affiliation: Former member of Philadelphia City Council
- **Hon. Cherelle Parker**, Delta Sigma Theta Sorority, Inc.®
Professional Affiliation: Philadelphia City Council
- **Aunyea Lachelle**, Delta Sigma Theta Sorority, Inc.®
Professional Affiliation: NBC10
- **Tumar Alexander**, Phi Beta Sigma Fraternity, Inc.®
Professional Affiliation: City of Philadelphia
- **Rashon Howard**, Phi Beta Sigma Fraternity, Inc.®
Professional Affiliations: Nu Sigma Chapter, Phi Beta Sigma Fraternity, Inc.® and Shon, LLC
- **Hon. Katherine Gilmore Richardson**, Zeta Phi Beta Sorority, Inc.®
Professional Affiliation: Philadelphia City Council
- **Vanetta Reeder**, Sigma Gamma Rho Sorority, Inc.®
Professional Affiliation: Jefferson Health Northeast Division
- **Bishop Dwayne Royster**, Iota Phi Theta Fraternity, Inc.®
Professional Affiliations: Power Interfaith and WURD Radio
- **Chancey Page**, Iota Phi Theta Fraternity, Inc.®
Professional Affiliation: Chestnut Hill College

Along with the videos, potential visitors find customized Philadelphia itineraries curated by local members of each organization. The itineraries include museums (Philadelphia Museum of Art, Barnes Foundation, National Constitution Center), restaurants (SOUTH, Booker's Restaurant & Bar, Relish),

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shops (Blue Sole Shoes, Boyd's, Dolly's Boutique & Consignment, TC Unlimited), concert venues (Kimmel Center for the Performing Arts, The Mann, The Dell Music Center) and other businesses — many of which are Black-owned.

The videos and itineraries will be boosted by VISIT PHILADELPHIA's integrated marketing machine, including advertising, social media and public relations.

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. 6th & Market Streets, (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.