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MEDIA STATEMENT

VISIT PHILADELPHIA® Announces The Passing Of Jeff Guaracino, President & CEO

With the greatest sadness, Manny Stamatakis, chairman of the board of VISIT PHILADELPHIA®, announces the passing of Jeff Guaracino, the company's president and CEO.

Jeff was a beloved family member, partner and friend, as well as a passionate leader, avid traveler, celebrated author, teacher, mentor and role model. His fun spirit and strong sense of self were with him until the end.

During his storied career, Jeff did two stints at VISIT PHILADELPHIA, serving first as director of communications and vice president of communications and then as president and CEO. He was also the CEO of Wawa Welcome America and the executive director of the Atlantic City Alliance. Jeff honed his marketing skills in the early days of his career at the Franklin Institute, KYW-TV and CBS Radio. He even found time to pen two books about gay travel marketing — both industry firsts.

The VISIT PHILADELPHIA team is committed to carrying on the work that meant so much to Jeff — promoting the Philadelphia region as a must-visit travel destination.

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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.