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**VISIT PHILADELPHIA® WELCOMES ITS SECOND DIVERSITY FELLOW**  
*Jaden Young Of Cheyney University of Pennsylvania Appointed To The Role*

**PHILADELPHIA, June 10, 2022** – VISIT PHILADELPHIA® today announced that Jaden Young is the next appointment to its Diversity Fellowship Program, designed to boost the number of underrepresented marketers in the tourism industry and add to the economic vitality of the region.

During the six-month, paid fellowship, Young, a Philadelphia region native, will work across departments to hone his marketing expertise in advertising, communications, social media, web, event management and more. He will also assist in producing the Love + Grit podcast, devoted to telling the authentic and diverse stories of the people and places that make Philly *Philly*.

While completing the fellowship, the rising senior and honor student will continue his studies at Cheyney University of Pennsylvania, the nation's oldest HBCU, where he's pursuing a bachelor's degree in hotel, restaurant and tourism management, with a minor in psychology. At Cheyney, Young serves as a peer mentor for the school's TRIO Student Support Services and Summer Bridge programs. He is also the treasurer for both the Student Government Association and the Cheyney University chapter of the National Society of Minorities in Hospitality. In addition, Young was the 10<sup>th</sup> Mister Cheyney University for the 2021-22 academic year.

Beyond his academic pursuits, Young serves as the CEO of Simplicity Creations Bakery, which he founded in 2015.

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, [visitphilly.com](http://visitphilly.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 site an effective trip-planning tool. Visitors can also find loads of inspiration on Visit Philly's social media channels.

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