



## WELCOME TO PHILADELPHIA!

Dear Media Friend,  
Welcome to the birthplace of the nation!

We know you have many stories to file, and we hope this guide will help you cover and enjoy the destination itself. In this small but information-packed piece, we give you the scoop on:

- Our city's layout and how to get around
- Must-dos for first-timers—and everyone
- Sensational backdrops for your live shots
- Ideas for where to take that morning run

Perhaps most importantly, we provide you with a list of people to contact if you need more information about any of the topics that are covered inside—and many others that are not. Of course, our online resources are available to you 24/7. Check out a complete list on the back panel.

Enjoy your time in Philadelphia, and come back again soon and often.  
Best,

Meryl Levitz, President & CEO, VISIT PHILADELPHIA®  
Julie Coker Graham, President & CEO, Philadelphia Convention & Visitors Bureau

## PHILLY FUN FACTS

- BY THE NUMBERS**
- 2<sup>nd</sup> largest city population on the East Coast
  - 2<sup>nd</sup> most populous downtown in the country
  - 4<sup>th</sup> largest media market in the nation
  - 5<sup>th</sup> largest city in the country
  - 45 million people within 200 miles

- A CITY OF NATIONAL FIRSTS**
- First zoo (Philadelphia Zoo), 1874
  - First art school and art museum (Pennsylvania Academy of the Fine Arts), 1805
  - First and oldest hospital (Pennsylvania Hospital), 1751
  - First children's hospital (Children's Hospital of Philadelphia), 1855
  - First library (The Library Company of Philadelphia), 1731
  - First computer (ENIAC at University of Pennsylvania), 1946
  - First hot air balloon flight in the Americas, 1793
  - First World Heritage City in the country, 2015

- DID YOU KNOW?**
- Philadelphia is known as the City of Murals, with 3,800 creations—and counting—by the City of Philadelphia Mural Arts Program.
  - Philadelphia served as the nation's capital from 1790 until 1800.
  - Mother's Day was first celebrated in Philadelphia, in 1908.
  - Elfreth's Alley is the oldest continuously inhabited street in the United States.
  - Philadelphia has more public art than any other city in the country.
  - Philadelphia's City Hall was the tallest occupied building in the world until 1909. It is still one of the tallest and largest all-masonry buildings in the world.
  - Many cities today have a LOVE sculpture. Philadelphia's icon—temporarily located at Dilworth Park outside of City Hall while JFK Plaza (called "Love Park") is being renovated—was the very first of artist Robert Indiana's creations.
  - Between 1848 and 2012, Philadelphia hosted one-quarter of the major national party conventions.

Photos by D. Cruz, M. Edlow, M. Fischetti, J. Fusco, R. Kennedy, B. Krist, J. Smith, C. Smyth and G. Widman for VISIT PHILADELPHIA®

## PHILLY 101

We know you're hard at work during your stay, but here are three Philly basics you should make time to do:

- EXPLORE OUR HISTORY:** Philadelphia is the birthplace of the United States and the country's first World Heritage City. Pick up free, timed tickets for **Independence Hall**, a UNESCO World Heritage Site, at the **Independence Visitor Center** (just a block away); then tour the building where the *Declaration of Independence* was adopted and the *U.S. Constitution* was debated, drafted and signed. Across the street at the **Liberty Bell Center**, admire the mighty cracked icon that served as a symbol of freedom for abolitionists. Before, during and after your visit, enjoy Historic Philadelphia's unusual tours, eminent restaurants, independent boutiques, hip taprooms and green spaces. Between 5<sup>th</sup> & 6<sup>th</sup> Streets and Market & Chestnut Streets, [nps.gov/inde](http://nps.gov/inde), [visitphilly.com/historic](http://visitphilly.com/historic)
- EAT OUR FOOD:** Cheesesteaks, soft pretzels, water ice, Amish goodies and loads of other yummy delights await at the historic **Reading Terminal Market**. It's a one-stop shop for ethnic eats and Philly classics. 12<sup>th</sup> & Arch Streets, [readingterminalmarket.org](http://readingterminalmarket.org)
- ENJOY OUR AMAZING ART (& RUN OUR STEPS):** Designed after Paris's Champs-Élysées, the Benjamin Franklin Parkway boasts some of the city's most renowned cultural institutions, outdoor art and beautiful gardens: the **Barnes Foundation**, packed with impressionist, post-impressionist and early modern art, as well as African art; the **Rodin Museum**, housing one of the most significant collections of the master's works outside of Paris; and the must-Instagram **Swann Memorial Fountain**, the **Philadelphia Museum of Art** crowns the thoroughfare and houses a masterful collection of 200,000 pieces. And those steps—they're the ones that Sylvester Stallone/Rocky ran. Go ahead; you know you want to. Benjamin Franklin Parkway between 18<sup>th</sup> & 26<sup>th</sup> Streets

**GETTING AROUND:** Philadelphia is an extremely walkable city thanks to founder William Penn's user-friendly grid system. Downtown Philadelphia, called Center City, is bordered by the Schuylkill River on the west and the Delaware River on the east. Most streets run north/south (these are numbered, except for what would be 14<sup>th</sup> Street, which is Broad Street) or east/west (many of these are named after trees—Chestnut, Walnut, Locust, Spruce, etc.).

Ways to get around:

- On foot (it's easy!)
- SEPTA, Philadelphia's public transit system
- Indego, the city's bike-share program
- PHLASH, a visitor-friendly bus with stops at top attractions (use your DNC media credential for free rides)
- Taxis, Uber or Lyft

## SIGNATURE PHOTO OPS

Looking for the perfect backdrop for your live shot or a great photo for your article? Here are just a few of the 40+ great views outlined on [visitphilly.com/dncpress](http://visitphilly.com/dncpress). Numbers correspond to the photos below and to the right.

- SKYLINE AND SCHUYLKILL RIVER** – View from South Street Bridge, which connects to **Schuylkill Banks Boardwalk**. South Street near 26<sup>th</sup> Street
- INDEPENDENCE HALL** – From upper outdoor balcony of the **National Constitution Center**. Advance notice required; a small fee may be charged on a case-by-case basis. 525 Arch Street, (215) 409-6600, [constitutioncenter.org](http://constitutioncenter.org)
- BROAD STREET (AVENUE OF THE ARTS)** – Standing on the median strip in the center of the street, both north and south of **City Hall**, topped by William Penn; especially pretty when the City Hall clock is illuminated in yellow at night. Broad Street from Vine to Spruce Streets
- RITTENHOUSE SQUARE** – Historic, fashionable square filled with office workers, amblers, artists, chess players, musicians, etc. Permit required; potential fee charged by City of Philadelphia Department of Parks & Recreation. 18<sup>th</sup> & Walnut Streets, (215) 683-0200
- BENJAMIN FRANKLIN PARKWAY & SKYLINE** – Site of Rocky's famous run atop the **Philadelphia Museum of Art** steps; long lens compression down Parkway shows skyline and **City Hall**. Permit required; fee charged by City of Philadelphia. 2600 Benjamin Franklin Parkway, (215) 683-0200
- BOATHOUSE ROW** – Taken from Martin Luther King, Jr. Drive, which also offers views of **Fairmount Water Works** and **Philadelphia Museum of Art**.



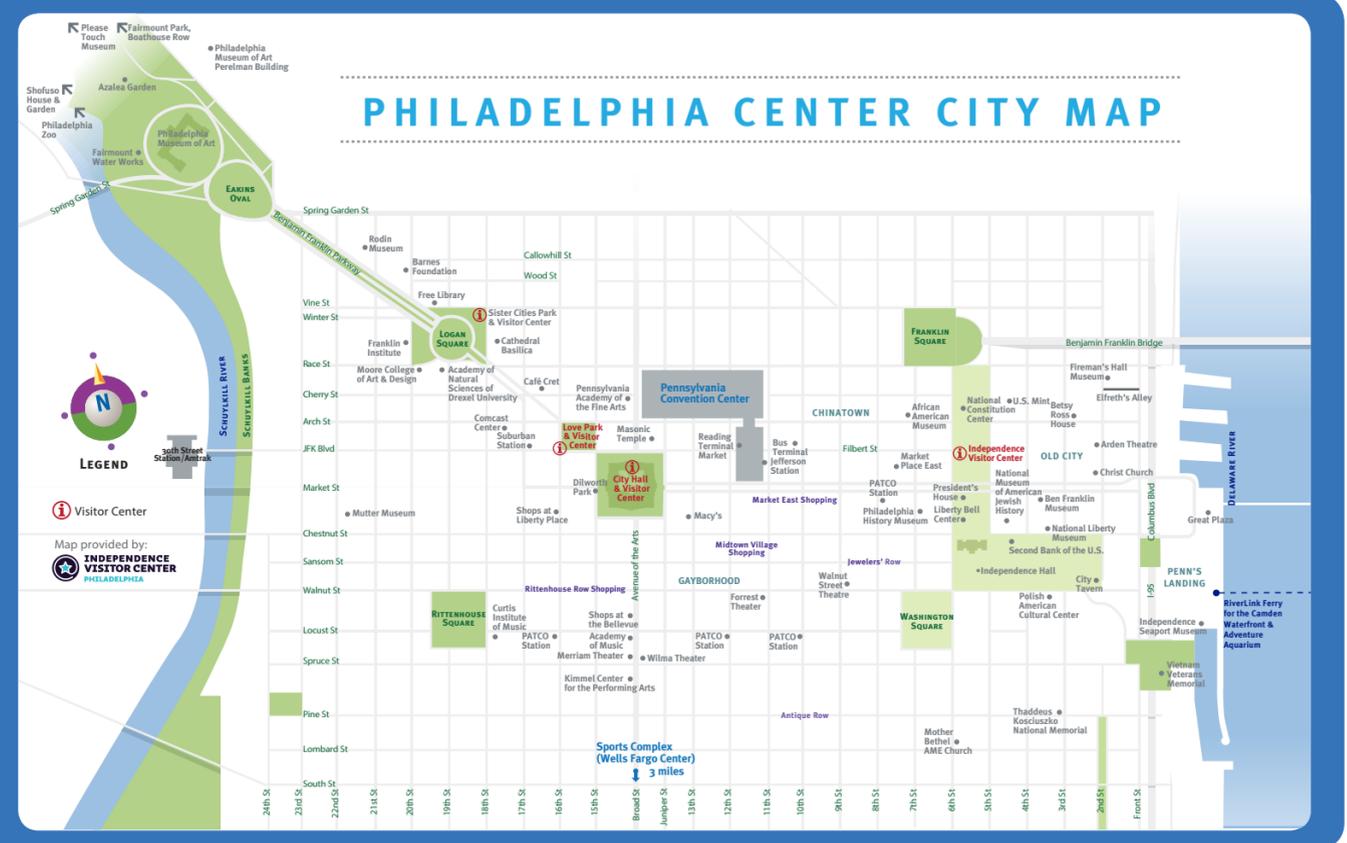
## MEDIA CONTACTS

- Questions About Philadelphia? U.S., CANADIAN & MEXICAN MEDIA INQUIRIES:**
- Cara Schneider, VISIT PHILADELPHIA (215) 206-2034, [cara@visitphilly.com](mailto:cara@visitphilly.com)
  - Lynda Knaggs, VISIT PHILADELPHIA (215) 717-7472, [lynda@visitphilly.com](mailto:lynda@visitphilly.com)
- INTERNATIONAL MEDIA INQUIRIES:**
- Lucy MacNichol, Philadelphia Convention & Visitors Bureau (267) 884-2738, [lucy@discoverPHL.com](mailto:lucy@discoverPHL.com)
  - Khaila Burke-Green, Philadelphia Convention & Visitors Bureau (202) 203-8279, [khaila@discoverPHL.com](mailto:khaila@discoverPHL.com)

- CITY OF PHILADELPHIA:**
- Lauren Hitt (215) 686-6210, [lauren.hitt@phila.gov](mailto:lauren.hitt@phila.gov)

- Questions About Philadelphia Hosting the Convention? PHILADELPHIA 2016 HOST COMMITTEE FOR THE DNC:**
- Anna Adams-Sarthou (215) 710-0770, [anna@phldnc.com](mailto:anna@phldnc.com)
  - Kevin Feeley (215) 870-7478, [kfeeley@bellevuepr.com](mailto:kfeeley@bellevuepr.com)

- DEMOCRATIC NATIONAL CONVENTION COMMITTEE**
- General media inquiries, (215) 398-5252
- April Melody (215) 298-5252, [amelody@demconvention.com](mailto:amelody@demconvention.com)
  - Lee Whack (267) 240-6335, [lwhack@demconvention.com](mailto:lwhack@demconvention.com)
  - Kyle Anderson (267) 234-1279, [kanderson@demconvention.com](mailto:kanderson@demconvention.com)



## NEAR THE PA CONVENTION CENTER

The Pennsylvania Convention Center is right in the middle of Philadelphia's Center City, with plenty to see and do nearby.

- **PENNSYLVANIA ACADEMY OF THE FINE ARTS** – America's first art museum and school of fine arts; renowned collection of American art housed in two buildings, plus Lanfest Plaza. 128 N. Broad Street, [pafa.org](http://pafa.org)
- **FRANKLIN SQUARE** – One of city planner William Penn's five original city parks, with a fountain, a carousel, trees, mini-golf and a burger stand. Race Street between 6<sup>th</sup> & 7<sup>th</sup> Streets, [historicphiladelphia.org](http://historicphiladelphia.org)
- **READING TERMINAL MARKET** – Ethnic eats, fun souvenirs, Pennsylvania Dutch specialties and local favorites, including Tommy Dinic's roast pork sandwich. 12<sup>th</sup> & Arch Streets, [readingterminalmarket.org](http://readingterminalmarket.org)
- **CHINATOWN** – A colorful Friendship Gate (10<sup>th</sup> & Arch Streets), along with restaurants and shops that represent Hong Kong, Canton, Fujian, northern Sichuan, Taiwan and more. Vine to Arch Streets between 9<sup>th</sup> & 12<sup>th</sup> Streets
- **TOP SHOPPING** – Macy's and **Century 21** on Market Street, plus indie boutiques on 13<sup>th</sup> Street. **BONUS:** All clothing and shoe purchases are tax-free in Pennsylvania. Macy's, 1300 Market Street, [macys.com](http://macys.com); Century 21, 821 Market Street, [c21stores.com](http://c21stores.com)

## NEAR VALLEY FORGE

George Washington and the Continental Army survived a bitter cold winter here in 1777-1778. Do **Valley Forge National Historical Park**, of course, but also make time for the mall, the zoo, the casino and the sites.

- **VALLEY FORGE NATIONAL HISTORICAL PARK** – The 3,500-acre birthplace of the U.S. Army, with troop huts, Washington Memorial Chapel, a grand archway and military reenactments—plus 30 miles of trails, trolley tours, ranger-led group tours, bike tours and rentals. 1400 Outer Line Drive, King of Prussia, [valleyforge.org](http://valleyforge.org)
- **KING OF PRUSSIA MALL** – Second-largest shopping center in the U.S., with more than 400 retail and dining options—Neiman Marcus, Louis Vuitton, Hermès, Gucci, Grand Lux Cafe, Bonefish Grill and so many more. 160 N. Gulph Road, King of Prussia, [simon.com/mall/king-of-prussia](http://simon.com/mall/king-of-prussia)
- **JOHN JAMES AUDUBON CENTER AT MILL GROVE** – First American home and estate of renowned naturalist, with grounds and trails winding through the 175-acre Audubon Wildlife Sanctuary—a must-see for bird-watchers and nature photographers. 1201 Pawlings Road, Audubon, [pa.audubon.org](http://pa.audubon.org)
- **VALLEY FORGE CASINO RESORT** – Table games, slots, plus live music, eight restaurants and bars, including expansive outdoor pool club. 1160 First Avenue, King of Prussia, [vfcasino.com](http://vfcasino.com)
- **WHARTON ESHERICK MUSEUM** – Hidden gem in onetime studio and residence of "the dean of American craftsmen," with a massive, freeform spiral oak staircase, sculptural furnishings and wooden sculptures. 1520 Horseshoe Trail, Malvern, [whartonesherickmuseum.org](http://whartonesherickmuseum.org)
- **ELMWOOD PARK ZOO** – Jaguars, giraffes and bison—oh my! Small, classic, family-friendly zoo with more than 100 animals. 1661 Harding Boulevard, Norristown, [elmwoodparkzoo.org](http://elmwoodparkzoo.org)

