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SOUTHWEST AIRLINES JULY 4TH PARADE SHOWS PHILLY SOME LOVE
Sunoco Welcome America! Celebrates How The City Lives, Works, Plays And Celebrates

PHILADELPHIA, June 9, 2008 – Cue the 76 trombones. It's time for the *Southwest Airlines July 4th Parade*, an entertaining tribute to Philadelphia that displays how this "City of Firsts" lives, works, plays and celebrates. The parade, which will lead into a free concert by John Legend and a spectacular fireworks display, is a highlight of *Sunoco Welcome America!*, Philadelphia's nine-day celebration of America's birthday, June 28 through July 6, 2008. Stepping off at 6:00 p.m. from Logan Circle at 18th Street and the Benjamin Franklin Parkway and reaching the television viewing area at 7:00 p.m., the one-and-a-half-hour parade will feature star-spangled entertainment up to its culmination point at the foot of the **Philadelphia Museum of Art** at 26th Street and the Benjamin Franklin Parkway.

The iconic parkway will be jammin' with festive entertainment, including Mummers, music and dance teams, fife & drum corps, marching bands and military organizations getting the crowds into the spirit of the celebration. And because Philadelphia is known as the City of Brotherly Love and Sisterly Affection, the parade's theme will celebrate residents' love for their town with five sub-themes: We Love Philadelphia: A City of Firsts; Love Where You Live; Love Where You Work; Love Where You Play; and Love How We Celebrate.

Once the performers reach the steps of the **Philadelphia Museum of Art**, revelers will be treated to music and dance performances thanks to the giant video screens that will be located up and down the parade route. When the last high-steppers, marching bands and performers have finished, the action switches to the stage for performances by hitmaker John Legend, Russell Thompkins Jr. and The New Stylistics and, of course, fireworks.

Visitors celebrating America's birthday in its birthplace can take advantage of the **Philly's More Summer Fun Hotel Package**, which pairs a two-night hotel stay with a \$50 gift card from American Express. The package is available at more than 30 hotels and is bookable online at www.gophila.com/summerfun.

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Page 2/Southwest Airlines July 4th Parade

For more information about these events and for a look at the full nine-day schedule, visit www.americasbirthday.com.

The *Southwest Airlines July 4th Parade* is made possible by Southwest Airlines, Sunoco, *The Philadelphia Inquirer*, *The Philadelphia Daily News*, www.philly.com and Kia Motors.

Sunoco Welcome America! is a multi-day festival that celebrates America's birthday in America's birthplace and is produced by *Welcome America, Inc.*

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Note to Editors: For high-resolution photos of Greater Philadelphia, visit the photo gallery of www.gophila.com/pressroom.