



**** NEWS ALERT ** NEWS ALERT ****
REQUEST FOR COVERAGE

2018 PHILADELPHIA HOLIDAY FESTIVAL PRESS CONFERENCE

***Mayor Kenney Unveils 2018 Philly Holiday Festival Presented by One Liberty Observation Deck
16 Signature Events Celebrating the Holiday Season in Philadelphia***

WHAT: Mayor Kenney, Welcome America Inc. and the City of Philadelphia will announce details of the 2018 *Philadelphia Holiday Festival presented by One Liberty Observation Deck* including new events and activations and information about this year's spectacular City of Philadelphia Official Philly Holiday Tree Lighting Celebration presented by Bank of America.

VISUALS:

- Philly Holiday Festival visuals including characters from 6abc/Dunkin' Donuts Thanksgiving Day Parade, Pennsylvania Ballet's The Nutcracker, Dickens Village and Christmas Village in Philadelphia presented by Bank of America
- Surprise streamer cannons

WHO:

- Mayor of the City of Philadelphia the Honorable **James F. Kenney**
- City Representative **Sheila Hess**
- President & CEO of Visit Philadelphia **Jeff Guaracino**
- General Manager of One Liberty Observation Deck **Jen Hesser**
- President and General Manager of 6abc **Bernie Prazenica**
- General Manager of NRG Retail **Mike Starck**
- 100 guests in attendance representing 16 signature events

WHEN: **Friday, November 9. Promptly 11:00 a.m. - 12:00 p.m.**

WHERE: **Mayor's Reception Room at City Hall, Room 202**

For more information, visit phillyholidayfestival.com, visitphilly.com or 6abc.com. Join the conversation at:

- Facebook: www.facebook.com/PhillyHolidayFest
- Instagram: www.instagram.com/PhillyHolidayFest
- Twitter: www.twitter.com/PhillyHolidays
- Hashtag: #PhillyHolidayFest

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