



Kimmel Cultural Campus

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@WawaWelcomeAmerica (Facebook) @July4thPhilly (Instagram/Twitter), and
@AvenueoftheArtsInc (Facebook)/@AvenueoftheArts (Instagram/Twitter)
celebrateIndependence Day w/ a FREE block party on 7/1 from 11AM-7PM.

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**KIMMEL CULTURAL CAMPUS ANNOUNCES
PARTNERSHIP WITH WAWA WELCOME AMERICA
FOR *AVENUE OF THE ARTS BLOCK PARTY*,
PART OF FREE INDEPENDENCE DAY
FESTIVITIES,
JULY 1, 2023, 11:00 AM– 7:00 PM**

**Kimmel Cultural Campus also proudly announces its supporting partnership
in *Kidchella* at Smith Playground on June 23 and
Wawa Welcome America's Gospel on Independence concert on July 2**

FOR IMMEDIATE RELEASE (Philadelphia, PA, May 24, 2023) — The Kimmel Cultural Campus, in association with Wawa Welcome America and The Avenue of the Arts, will host a day of FREE festival-style performances and engaging activities on the Plaza stage under the soaring 150-foot glass roof, as part of the *Avenue of the Arts Block Party*. This celebration on Saturday, July 1 from 11:00 a.m. - 7:00 p.m. extends the outdoor festival vibe *inside* the air-conditioned Plaza with a lineup of Broadway cast appearances and celebrated local artists. The day includes family-friendly activities like corn hole, Disney's *The Lion King* mask making and coloring station, and more. Plus, guests get a chance to win free tickets, merchandise, and exclusive giveaways!

The lineup on the Kimmel's Plaza stage includes:

- **Let's Rock Recess** – A Family DJ Dance Party with **Emcee Mighty Flipside** and **DJ Stan**, featuring fun interactive games, dance contests, and prizes.
- Soulful line dance demonstration with **The Parkside Experience** featuring **DJ Chris Blues** and W.D.O.H.
- A performance from cast members of ***Moulin Rouge: the Musical!***
- A performance from a cast member of ***Disney's The Lion King***

- A performance from a cast member of ***Disney's Frozen***
- A soul-energizing performance from Philly's favorite seven-piece brass-heavy band **SNACKTIME**

Courtesy of Garces Events, guests are invited to visit a pop-up beer garden in the south alleyway of the Kimmel Cultural Campus' Academy of Music on Broad Street, with additional concessions from Garces Trading Company at Kimmel. Concessions are themed around fan favorites, including pretzel dogs and snow cones. Plus, attendees can try the signature *Moulin Rouge! The Musical* cocktail: Lady Marmalade (an aperol spritz). Volv er will be open its normal Saturday hours.

"We love participating in the annual Wawa Welcome America festival tradition, hosting free performances on our stage as part of a huge backyard BBQ experience, complete with treats from Garces Events and kid-friendly fun," said Matias Tarnopolsky, president and CEO of The Philadelphia Orchestra and Kimmel Center, Inc. "Plus, not only do we continue our support of the heartwarming *Gospel on Independence* concert this year, but we're excited to join the *Kidchella* celebration, bringing Disney magic to our kids and kids-at-heart alike."

"One of the things I love most about Philadelphia is the vibrancy and diversity of the city's art scene, and this festival event on Broad Street in partnership with the Kimmel Cultural Campus is an expression of all the different cultures and traditions that make up our city," said Michael DelBene, President & CEO of Welcome America, Inc. "Wawa Welcome America is a celebration of Philadelphia itself, so I am excited to see residents and visitors alike out and appreciating all the amazing talent, food, and culture our city has to offer."

More about PNC Presents: *Avenue of the Arts Block Party* in partnership with the Kimmel Cultural Campus:

From 11:00 a.m. - 7:00 p.m. along Broad Street between Walnut and Pine Streets: The Avenue of the Arts comes to life with entertainment, art, food and more! Enjoy high-powered entertainment on the PNC Arts Alive Stage and the PA Lottery Groove Stage from local and world-renowned artists, including Lady Alma, Tara Hendricks, Seraiah Nicole, Princess Idia Gamble, American Dinosaur, Arato Brothers, Stella Ruze, and more! Take a stroll down PNC Arts Alive Alley and experience live art, including an art installation by Mural Arts Philadelphia artist Alexei Mansour. Head inside the Kimmel Center building for a preview of the Kimmel Cultural Campus' Broadway season with performances from *Moulin Rouge! The Musical*, *Disney's The Lion King*, and *Disney's Frozen* and enjoy Let's Rock Recess, a family DJ dance party with Emcee Mighty Flipside and DJ Stan Lee, featuring fun interactive games, dance contests, and prizes; along with a soulful line dance demonstration with The Parkside Experience featuring DJ Chris Blues and W.D.O.H. Plus, a soul-energizing performance from Philly's favorite seven-piece brass-heavy band SNACKTIME.

Kids and kids-at-heart can slide down the 120-foot slide FREE of charge or experience one of the many interactive activations including Gabby on the Go!, a cat-tastic new experience full of fun free activities inspired by *Gabby's Dollhouse*, PNC Mobile Learning Adventure, and the Well-being on Wheels presented by Independence Blue Cross, featuring free health screenings, wellness information and nutrition takeaways. Grab a bite to eat from one of the many local food trucks or nearby restaurants, shop local vendors, grab a Jove water, and snag free giveaways from festival sponsors. There is sure to be something for everyone at this day-long block party!

Additional information regarding the Kimmel Cultural Campus' participation in the *Avenue of the*

Arts Block Party to be announced at a later date. For the most up-to-date information about this FREE event, please visit www.kimmelculturalcampus.org.

For more info about the *Avenue of the Arts Block Party* and all other events associated with Wawa Welcome America, visit welcomeamerica.com.

Additional Kimmel Cultural Campus participation in Wawa Welcome America festivities:

On Friday, June 23 from 4:00 p.m. - 7:00 p.m., the Kimmel Cultural Campus is excited to participate in Wawa Welcome America's *Kidchella* at Smith Memorial Playground. Kids of all ages can enjoy this music festival featuring Emmy® Award-winning Alex & The Kaleidoscope and Johnny Shortcake. Come early to enjoy the arts zone, art stations, performances, and food trucks. The main concert will begin at 5:30 p.m. *Kidchella* will feature a performance of the Academy Award-winning song "Let It Go" from a cast member of Disney's *Frozen*, coming to the Academy of Music on the Kimmel Cultural Campus in 2024. Also, while you're there, be sure to check out Independence Blue Cross's Well-being on Wheels for free health screens, wellness information, and nutrition takeaways.

On Sunday, July 2 at 6:00 p.m., the Kimmel Cultural Campus is once again acting as a supporting partner of the Wawa Welcome America *Gospel on Independence* performance. Taking place in Independence National Historic Park at 6th and Market Streets, join the crowd for a moving and soul-stirring performance by the Welcome America Mass Choir under the direction of Austin Woodlin and Zak Williams, showcasing the Six Singing Sista's Ensemble and the Philly Remembers Choir with special performances by Treena Ferebee, the Generations, and the Eleone Dance Theatre. This year's performance, hosted by WDAS Patty Jackson, pays tribute to the 160th Anniversary of the signing of the Emancipation Proclamation. For more info, visit welcomeamerica.com.

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KIMMEL CULTURAL CAMPUS PARTICIPATES IN AVENUE OF THE ARTS BLOCK PARTY
Kimmel Center building on the Kimmel Cultural Campus
300 S. Broad Street

Saturday, July 1, 2023, 11:00 a.m.– 7:00 p.m.

FREE

Tickets

This is a FREE event. Tickets are not required to attend.

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ABOUT WELCOME AMERICA, INC.

Welcome America, Inc. is a 501c3, non-profit organization engaged in a public-private partnership with the City of Philadelphia. Welcome America, Inc.'s goal is to promote American history, education, and the City of Philadelphia as global tourist destination. Each year, Welcome America, Inc. produces Wawa Welcome America, a multi-day festival featuring art, culture, community engagement and entertainment - it is the nation's premier Independence Day celebration! Welcome America was founded in 1993, and celebrates its 31st festival in 2023. Visit july4thphilly.com to learn more, and join the conversation at:

- Instagram – www.instagram.com/July4thPhilly

- Facebook – www.facebook.com/WawaWelcomeAmerica
- Twitter – www.twitter.com/July4thPhilly

GARCES

Garces is a Philadelphia-based hospitality group specializing in personal dining experiences rooted in the rich cultural traditions and culinary vision of renowned Latin-American chef Jose Garces. Taking a heartfelt and creative approach to time-honored recipes and dishes, Garces, in partnership with New Orleans- based Ballard Brands, operates numerous restaurants including Amada, Tinto, Village Whiskey, Volv er, The Olde Bar, Buena Onda and Garces Trading Company in Philadelphia, PA; Amada and Buena Onda in Radnor, PA; and Amada in the Ocean Resort Casino in Atlantic City, NJ. The group also operates Garces Events, a full-service catering and event division; the Garces Foundation, a philanthropic organization dedicated to Philadelphia’s underserved immigrant community. For more information, visit www.GarcesGroup.com and follow on social media.

KIMMEL CULTURAL CAMPUS

Located in the heart of Center City, Philadelphia, our mission is to engage the region's diverse communities with art through performance and education. Our Cultural Campus serves more than 1-million guests per year and includes Kimmel Center for the Performing Arts (Verizon Hall, Perelman Theater, and SEI Innovation Studio), the Academy of Music, and the Miller Theater (formerly the Merriam Theater) – representing more than 160 years of rich history for the performing arts along Philadelphia’s Avenue of the Arts. We are home to The Philadelphia Orchestra and six esteemed Resident Companies: Opera Philadelphia, Pennsylvania Ballet, PHILADANCO, The Chamber Orchestra of Philadelphia, The Philadelphia Chamber Music Society, and Curtis Institute of Music. With nearly 9,000 seats per night, we are the region's most impactful performing arts center, and the second largest in the country. Our Cultural Campus serves as a preeminent and inclusive place to enjoy exceptional experiences that reflect the spirit of our region by cultivating a creative and socially responsible environment where our community shares experiences that are delivered with pride, integrity, and respect. As a 501 c 3 nonprofit organization, we collaborate on, present, and produce a broad range of relevant and meaningful events, we serve as an active gathering space for social and community events, we educate the region's young people through access to quality arts experiences, and we provide support to artists in the creation of new work. Read Kimmel Cultural Campus' vision statement, world view, and mission statement [here](#). Learn more about our commitment to diversity, equity, and inclusion and how it encompasses our mission, coworkers, and programs [here](#).

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For photography, please visit <https://kcccpress.smugmug.com>