

# Celebrities to Celebrate the Nation's Birthday and Participate in Philadelphia's 4<sup>th</sup> of July Festivities

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**Philadelphia** - The city of Philadelphia has teamed up with VH1 and Wawa to put together the Philly 4<sup>th</sup> of July Jam, which is part of the Wawa Welcome America! Festival to celebrate the nation's birthday.

Billed as "The Largest Free Concert in America," drawing over 600,000 attendees to the Benjamin Franklin Parkway, the city of Philadelphia will host a slew of artists including The Roots, John Mayer, Demi Lovato, Jill Scott, Ne-Yo, Grace Potter, J. Cole, Ben Taylor and other surprise guests for a series of nonstop, electrifying performances.

"These artists, who represent a variety of genres, are a perfect fit for the eclectic musical community that can be found in Philadelphia," said The Roots' Ahmir "Questlove" Thompson.

This year, the city's Independence Day concert can be viewed from all over the world, as it will be broadcast on VH1 and Palladia. It will also be available to be streamed live on VH1.com.

The 2013 festival calendar looks to make the city of Philadelphia the number one destination for Independence Day. The Wawa Welcome America! Festival has expanded with more free events, activities and performances to provide visitors with enticing reasons to stay in the city past the Fourth of July Holiday.

There will be many highlights from the festival, one of which will be the Adventure Aquarium Waterfront Fireworks Spectacular on July 6<sup>th</sup> after a performance by Marsha Ambrosious on July 6<sup>th</sup> at the Taste of Philadelphia.

"Wawa Welcome America! is looking forward to putting on another outstanding festival this year," said Desiree Peterkin-Bell, City Representative and Executive Director of Welcome America, Inc. "We are determined to provide our guests with the best possible experience during this 20th anniversary year, and we believe that the musical talent secured for this year's festival will help us achieve just that."

Philly Jam is billed as "the largest free concert" in the country and is larger than popular music festivals like Coachella, Lollapalooza and Bonnaroo. In addition to hosting Philly Jam, the city also presented a Live 8 concert in 2005 in support to fight against extreme poverty. The Live 8 concert attracted over 1 million spectators. On average, Philly Jam draws over 600,000 attendees each year.

Wawa Welcome America! is a multi-day festival that celebrates America's birthday in America's birthplace, Philadelphia. The festival has hosted an array of performers over the years and has helped put Philadelphia on many top ten travel destination lists for Fourth of July.

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