



FOR IMMEDIATE RELEASE

CONTACT:

Lisa Simon

215-545-4715 x22

lsimon@simonpr.com

Randy Giancaterino

215-683-2070

Randy.giancaterino@phila.gov

**THE ROOTS TO ROCK THE WAWA WELCOME AMERICA!'S
GRAND FINALE, THE LARGEST FREE CONCERT IN AMERICA! ON JULY 4**

*Wawa Welcome America! features free family fun, entertainment
and activities June 25 – July 5.*

PHILADELPHIA (June 8, 2010) – Mayor Michael A. Nutter announced that Philadelphia's hometown heroes, The Roots, will be part of the spectacular lineup of performers to take center stage on July 4th on the Benjamin Franklin Parkway at Wawa Welcome America!'s "Life, Liberty and You" musical finale—the largest free concert in America.

Preceding rock legends the Goo Goo Dolls, The Roots will pay tribute to the nation, along with special guests R&B and soul singer Chrisette Michele and jazz funk guitarist and vocalist Chuck Brown. These stellar performers will set the tone for the finale concert by headliners, The Goo Goo Dolls.

"The Roots, Chrisette Michele and Chuck Brown will be great additions to our schedule of events at the much-anticipated July 4th Life Liberty and You concert, the largest free concert in America," said Mayor Nutter, "I am looking forward to these events as well as all of the wonderful festivities, starting with our festival kick-off on June 25."

Said Melanie Johnson, Executive Director of Welcome America: "These premier opening performers are part of an all-star lineup and a perfect complement to the Goo Goo Dolls, as we put our best foot forward to provide the highest quality entertainment for the public on July 4th."

Residents and visitors alike will enjoy the upbeat music and popular hits of Philadelphia's own "World Famous Roots Crew" along with Grammy-nominated Michele's hip-hop soul and Brown's combination of Latin beats, African jazz and a touch of soul with continuous drumbeat.

The Goo Goo Dolls will then rock the house with longtime and new favorites, followed by a spectacular fireworks finale, with the Philadelphia Museum of Art as a dramatic backdrop.

Before the concert, visitors from all over the world will converge on the Ben Franklin Parkway for Party on the Parkway, a day filled with family fun. Seven blocks of free, exciting entertainment includes 3 *Music Stages* with live children's, multicultural and popular performances and a sanctioned Strongman competition. Especially for children there's *Go 4th and Learn*, featuring music, theater and storytelling. The Free Library of Philadelphia will also offer free books to kids who attend and sign up for a library card during *Go 4th and Learn*.

The City of Philadelphia's celebration of Independence Day begins with the Celebration of Freedom ceremony at Independence Hall. Immediately following, the *Life, Liberty & You* Independence Parade will march through the cobblestone streets of downtown Historic Philadelphia.

Leading up to the July 4th festivities are nine days of excitement. Classical and popular music lovers will be delighted by Peter Nero and the Philly POPS on Friday, July 2. Under the baton of the two-time Grammy-winning maestro, the POPS! and the Voices of the POPS will offer a wonderful blend of patriotic tunes, popular classics and new favorites. The performance is part of the Independence Picnic in the Historic Mall. Bring a blanket and enjoy a picnic lunch of free Dietz and Watson hotdogs and free water from Wawa. Box lunches will also be available for a fee.

Also on July 2nd is the free preview of Liberty 360. Shown in the 360 degree theater at the National Constitution Center, the 12-minute film uses the most modern 3-D technology to showcase the nation's symbols of freedom with the help of narrator Benjamin Franklin.

Film buffs can also enjoy cinematic favorites at Philly @ the Movies: the much-loved "To Catch a Thief" at Rittenhouse Square on June 28th, the sing-along version of "Grease" at LOVE Park on July 29th and "Rocky" at The Philadelphia Museum of Art on June 30th. There will also be an exclusive preview of "The Last Airbender" at the Pearl Theatre, 1600 North Broad St., at 7:30 p.m. on July 1st. For details, visit www.welcomeamerica.com.

A multitude of exciting dance and musical performances will be showcased during the Chinatown Block Party on Saturday, July 3. Celebrate Asian culture and enjoy cooking demonstrations from neighborhood restaurants and more in Philadelphia's own Chinatown.

Throughout the Festival, a free Patriot Pass will be available with discounts at establishments all over the city. Visit the Festival website for details on where to get the Patriot Pass as well as locations where it's honored.

Wawa Welcome America! is a multi-day festival that celebrates America's birthday in America's birthplace and is produced by Welcome America, Inc. For more information, please visit www.welcomeamerica.com.

#