



FAM JAMS
Saturday, July 3, 2010
Great Plaza at Penn's Landing, Philadelphia

With a continued dedication to family friendly programming, in 2007 Penn's Landing Corporation introduced a new children's/tweens concert series. Due to the great success of FAM JAMS, it has now transformed into an anchor weekend. Performers have included Bianca Ryan, Keke Palmer, Camp Rock's Demi Lovato Jordan Pruitt, the Jonas Brothers, Paul Green School of Rock and Lisa Loeb. 2009 featured Meghan Martin and Nat and Alex Wolff.

Pricing: Ranges from \$5,000 depending on sponsorship benefits and setup logistics.

Attendance: 15,000

Time: 1pm-5pm

Media Partners: Radio Disney 640 AM, B101 FM & CBS 3

Demographics: - Family Audience



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