



**Fourth of July Festivities at Penn's Landing  
Super Scooper All You Can Eat Ice Cream Festival  
Friday, July 4, Saturday, July 5 and Sunday, July 6, 2008 (Tentative)  
Great Plaza at Penn's Landing, Philadelphia**

Penn's Landing, Philadelphia's Waterfront Park, is the perfect place to reach consumers over the Fourth of July Holiday. With Penn's Landing's close proximity to Philadelphia's Historic District, they capitalize on all the City of Philadelphia's events during this time period, some of which are held at Penn's Landing.

Penn's Landing will present a variety of programs including the All You Can Eat Ice Cream Festival, Movie Screenings, Fireworks, Tall Ships, Navy Ships, Concerts, Family Events and more.

**Pricing:** Ranges from \$2,500 per day depending on sponsorship benefits and setup logistics.

**Attendance:** 5,000-15,000 people per day depending on particular event

**Time:** TBD

**Demographics:** - Family Audience



**Contact:**  
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