



**Fourth of July Festivities at Penn's Landing
Super Scooper All You Can Eat Ice Cream Festival
Friday, July 3, Saturday, July 4 and Sunday, July 5, 2009
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 \$3,500 per day depending on sponsorship benefits and setup logistics.

Attendance: 25,000

Time: Noon-5pm

Demographics: Family Audience



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