



WDAS Unity Weekend at Penn's Landing
Saturday, August 23 and Sunday, August 24, 2008
Festival Pier at Penn's Landing, Philadelphia

Unity Day, moving from the Ben Franklin Parkway to Penn's Landing this year, is the largest radio driven, free, outdoor event in the country. Now in its 30th year and encompassing an entire weekend, this event will continue as a cornerstone of the City of Philadelphia's summer event calendar. Unity Weekend and WDAS is committed to promote peace and harmony between people from all walks of life. Performers have included MFSB, Kirk Franklin, Mary Mary, Steve Harvey, Michael Baisden and Jaguar Wright.

Pricing: Ranges from \$5,000 for the weekend depending on setup size and logistics.

Attendance: 25,000 each day

Demographics: African American, Mass Market Audience

Time: Noon-8pm



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