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SPRING IS HERE! FRANKLIN SQUARE OPENS FOR 8th SEASON

PHILADELPHIA, March 19, 2014 – Award-winning Franklin Square will officially kick off the eighth season of family fun, entertainment, and delicious food in one of the city’s most charming settings on **Wednesday, April 9 at 1 pm**. The Franklin Square attractions are open for daily operation through December 31. SquareBurger opens for the season on Saturday, March 29. Historic Philadelphia, Inc., the non-profit that manages and operates Franklin Square, celebrates its 20th Anniversary in 2014. In 2013, Franklin Square was visited by over 930,000 people.

In celebration of Historic Philadelphia’s 20th anniversary, Parx Casino® will continue to partner with Franklin Square and will kick off the season by rededicating the carousel. **Marc Oppenheimer, Chief Marketing Officer of Parx Casino®**, said, "We are extremely happy to be the presenting sponsor of the Evening at Franklin Square event on May 15 and to officially rename the carousel the **Parx Liberty Carousel**.



Franklin Square is a wonderful community landmark in Philadelphia and we look forward to helping grow the programming and excitement Franklin Square brings to the region.”

Fun family entertainment and a beautiful park are just steps away from the Liberty Bell, in one of William Penn’s original five squares, and the only one dedicated to fun. Award-winning Franklin Square is a family-friendly play place featuring Philly Mini Golf, a renovated vintage marble fountain, playgrounds, the Parx Liberty Carousel, and the acclaimed SquareBurger, with offerings from STARR Restaurants. After a day of experiencing the treasures of Philadelphia’s history, putt through some of the city’s most famous icons, take a ride on hometown racehorse heroes Afleet Alex or Smarty Jones aboard the carousel, enjoy a rest next to the refreshing fountain, and dine on the finest burgers and shakes in town. All summer long, enjoy stories about our nation’s history from the

– more –



Once Upon A Nation storyteller. **Awarded Best of Philly® two times by *Philadelphia Magazine* and one of the Five Coolest Playgrounds in the United States by Yahoo! Also named Best of Four Square 2012 for Philadelphia Entertainment and Best of Style 2013 by *Philadelphia Style* for “Philly’s Best Photo Op.”**

“One of the many highlights of the past 20 years was Historic Philadelphia, Inc.’s renovation of Franklin Square,” said **Amy Needle, President and CEO of Historic Philadelphia, Inc.** “We continue to see our visitation grow with new attractions such as Franklin Square’s Electrical Spectacle, and that is extremely rewarding. HPI is grateful to our sponsors, funders, partners and visitors for all of their support in making Franklin Square such a special part of the community.”

SEASON HIGHLIGHTS

The Square enchants with a number of free events throughout the season including the **Great Egg Hunt** (April 20) a fun-filled finding frenzy, and there’s a whole weekend of **Memorial Day** activities planned (May 24-26). **Independence Day** (July 4) and **Franklin Square’s 8th Birthday** (July 31) are popular free summer events. Fall is always a special time in Franklin Square, with corn stalk and pumpkin decorations and the popular **Pumpkin Patch** and **Trick or Treat Trail** (October) events. The season is then rounded out with **Visits with Santa** and **Franklin Square’s Electrical Spectacle** (December) and concludes with the very popular **Kids’ New Year’s Eve Countdown** (December 31) with a Square Drop and a view of the 6 pm Penn’s Landing fireworks.

Highlights of the 2014 Season include the **Sixth Annual Evening in Franklin Square** presented by Parx Casino, on May 15. This whimsical, elegant gathering is highlighted by the Third Annual Parx Square Derby carousel “race” and benefits the Square. **Franklin Square’s Electrical Spectacle: A Holiday Light Show** will open on November 13 and run nightly until December 31. Providing an original spark on typical holiday light shows, Franklin Square’s Electrical Spectacle is designed specifically for the Franklin Square space, incorporating an electric 12-foot tall kite and key, highlighting Benjamin Franklin’s famous electricity discovery in his namesake Square, and 50,000 LED lights programmed to winter-themed music from The Philly POPS® conducted by Peter Nero. The Franklin Square Electrical Spectacle was funded by a grant from the William Penn Foundation.

SquareBurger, operated by STARR Restaurants in partnership with Historic Philadelphia, Inc., will reopen Saturday, March 29 at 11 am. The restaurant returns with their delicious menu featuring burgers, hot dogs, french fries, and delectable frozen treats such as the signature Cake Shake, which includes a Tastykake Butterscotch Krimpet© blended with caramel and vanilla ice cream. The popular Shake of the Month program will continue, kicking things off with **Orange Creamsicle for the months of March and April**. The Orange Creamsicle Shake of the Month contains Stewart’s Orange ‘N Cream soda, vanilla custard topped with whipped cream, and rainbow sprinkles. For updates on SquareBurger and the Shake of the Month, follow STARR Restaurants @StarrRestaurants or Facebook.com/StarrRestaurants.

In March 2012, Historic Philadelphia, Inc. unveiled the new permanent space, **The Pavilion in Franklin Square**, which hosts events in any kind of weather, any time of year, extending the season for events to take place in the Square. The 36-foot by 36-foot structure was funded by the William Penn Foundation. The Pavilion is climate-controlled, or in nicer weather, all of the French doors can open to take advantage of the Square's setting. The Pavilion can be rented for birthday parties, corporate events, and special events, by reaching out to historicphiladelphia.org/franklin-square/plan-a-party/. New party packages are available for 2014.

ABOUT PARX CASINO®

[Parx Casino®](http://parxcasino.com), the number one revenue generating Pennsylvania casino, owned and operated by Greenwood Racing, Inc. Parx Casino® is conveniently located 20 minutes north of center city Philadelphia, I-95 exit 37 or PA Turnpike exit 351(westbound), exit 352 (eastbound) onto Street Road in Bensalem. Parx features 164,000 square feet of gaming; 3,350 slot machines; 120 table games; 61 poker tables; live racing & simulcast action; [Parxgrill](http://parxgrill.com), an upscale signature restaurant; Foodies food court, [Chickie's & Pete's](http://chickiesandpetes.com) Crab House and Sports Bar, 360 bar and live music venue; [Jax sports bar](http://jaxsportsbar.com), Finish Line bar, [SangKee Noodle Bar](http://sangkee.com), Earl of Sandwich® and complimentary parking for over 5,000 cars. For more information on Parx Casino, visit www.parxcasino.com.

ABOUT FRANKLIN SQUARE AND HISTORIC PHILADELPHIA, INC.

Franklin Square is located in Historic Philadelphia at 6th & Race Streets. Franklin Square opens daily, 7 days a week, at 10 am. SquareBurger is open 7 days a week through October 31, opening at 11:30 am Mondays - Thursdays, 11 am on Fridays - Sundays. Closing hours vary by season. All hours are weather permitting. Check www.historicphiladelphia.org for complete operating hours by season. Convenient **parking** for Franklin Square is available at EZ PARK, 9th & Race Street, just blocks from Franklin Square. Historic Philadelphia, Inc. guests enjoy an exclusive price of just \$7 for up to six hours by asking for a voucher at Franklin Square's ticket office.

Franklin Square is an initiative of **Historic Philadelphia, Inc. (HPI)**. HPI makes our nation's history relevant and real through interpretation, interaction, and education, strengthening Greater Philadelphia's role as the destination to experience American history. Historic Philadelphia, Inc.'s programs include the Betsy Ross House, Once Upon A Nation storytelling and immersive walking tours, Franklin Square, and *Liberty 360 3D Show* in the PECO Theater. For more information, (215) 629-4026 or visit www.historicphiladelphia.org or buy tickets in person at the Historic Philadelphia Center, 6th & Chestnut Streets. Follow HPI at twitter.com/HistoricPhilly and twitter.com/FranklinSqr, on Facebook at <http://on.fb.me/HistoricPhila> or <http://on.fb.me/FranklinSquare>, or on Instagram [instagram.com/historicphilly](https://www.instagram.com/historicphilly).

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EDITOR'S NOTE: High-resolution photographs are available for media usage at: <http://tinyurl.com/HPIphoto>. Email cari@reliefcomm.com for login information.