

MEDIA ADVISORY/PHOTO OP

CONTACT: Rachel Ezekiel-Fishbein, Making Headlines PR
Rachel@MakingHeadlinesPR.com; 267-679-2463

Philadelphia To Be Named the World's First Playful Learning City on United Nations International Day of Play; Mayor Parker to Accept the Designation



New Playful Learning Installations to Open in 11 Top Philadelphia Family Attractions

WHAT: Playful Learning Landscapes will declare Philadelphia The World's First Playful Learning City and unveil The Play Place – 11 new Playful Learning installations downtown to engage kids 0-8. *Playful Learning combines the joy of play and the science of learning to transform public spaces into places for kids and families to learn together through play.*

WHO:

- Mayor Chelle Parker
- Philadelphia 2026 Director Michael Newmuis
- Center City District CEO Prema Katari Gupta
- Representatives of Councilmembers Jeffery Young, Jr. and Dr. Anthony Phillips
- Ashley Carter from Visit Philadelphia
- Playful Learning Landscapes Executive Director Sarah Lytle

WHEN: 11:00 a.m., Thursday, June 11, The Second International Day of Play

WHERE: Sister Cities Park, 210 N. 18th Street, Philadelphia, 19103

VISUALS:

- The unveiling of the Launch Pad, a large, colorful, interactive playful learning installation, celebrating Philly innovations and inventions by children, including the Slinky, cheesesteaks and swim fins
- 75 Preschoolers slurping on popsicles – a kids' invention – then racing through a red, white and blue paper-link chain ribbon they made to play on the Launch Pad
- Emcee Benjamin Franklin, the inventor of many of the innovations featured on the Launch Pad

BACKGROUND: Additional Play Places will open in The Philadelphia Zoo, Reading Terminal Market, LOVE Park, The Franklin Institute, Dilworth Park, The Benjamin Franklin Parkway, Franklin Square, National Constitution Center, Elfret's Alley and Shakespeare Park