



FOR IMMEDIATE RELEASE

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**HISTORY REPEATS ITSELF AS
THE CONSTITUTIONAL GUIDED WALKING TOUR OF HISTORIC PHILADELPHIA
LAUNCHES SECOND SEASON**

***Free Fridays, Stroller Tours, Cell Phone Tour & Philly MP3 Audio Tour
Headline 2006 Season***

Philadelphia, Pennsylvania - May 16, 2006 – The Constitutional Walking Tour of Philadelphia today announced the launch of its second season offering daily guided walking tours of Historic Philadelphia. Visitors can follow in the Founding Fathers' footsteps with The Constitutional Guided Walking Tour, an escorted journey through America's Most Historic Square Mile, to see where The Declaration of Independence and The Constitution of the United States were created. The Constitutional Guided Walking Tour is a family-friendly tour that includes many sites within the Independence National Historical Park area, such as the Liberty Bell, Independence Hall, the National Constitution Center and the Betsy Ross House.

Daily Guided Tours - All Summer Long

The Constitutional Guided Walking Tour is Philadelphia's only walking tour that is offered daily (from Memorial Day through Labor Day) with frequent departures throughout the day. The guided tour:

- Visits more than 20 of the most popular historic sites and attractions;
- Provides a 75 minute walking adventure on a 1.25 mile tour;
- Has been named "Top 25 Philadelphia Tourist Attraction" by *The Philadelphia Business Journal* in 2004 and 2005;
- Is offered 7 days a week from Memorial Day through Labor Day (Friday, May 26, 2006 through Monday, September 4, 2006), and weekends in Spring and Fall, with frequent departures throughout the day from the Independence Visitor Center (at 6th & Market Streets);

- Costs \$17.50 per adult, \$12.50 per child, ages 3-12. (Group rates are available on parties of 25 or more.)

Tickets can be purchased: 1) online at www.TheConstitutional.com, 2) by calling 215.525.1776, or 3) in person at the Independence Visitor Center at 6th & Market Streets in Philadelphia.

Private tours, group tours and school/camp field trips are available year-round. Custom VIP tours for parties of any size are also available with advance reservations. Tours can also be arranged in a variety of languages with advance reservations.

New Historic Philadelphia Tour Offerings – Something for Everyone

New offerings for The Constitutional's second season include:

- **“Free Fridays” Summer Special** – All summer long, on Friday mornings, the first ten visitors to arrive for the 10 AM walking tour will receive a FREE guided tour.¹
- **Stroller Tours** – Take a special stroll through history! Join The Constitutional every Saturday at 10AM this summer for a kid-friendly Stroller Tour - children in strollers tour FREE when accompanied by a paying adult!
- **Philly MP3 Audio Tour** - With its patriotic music, creative sound effects and entertaining storytellers, the Philly MP3 Audio Tour uses modern day technology to allow visitors to step back in time to a day and age long before MP3 Players and walk in the Founding Fathers' footsteps with their iPod! The introductory price is \$14.99, and the Philly MP3 Audio Tour can be purchased and downloaded online at www.PhillyMP3.com. A free preview is available at www.PhillyMP3.com/sample.
- **Cell Phone Tour** - Coming in June, Philadelphia's first Cell Phone Tour – a new way to explore the city at your convenience – all you need is a cell phone!
- **Constitutional Campers** - The Constitutional offers entertaining and informative tours, for campers and chaperones alike.
- **Summer Group Outings and Team Building Events** - The Constitutional is great for team building, summer corporate outings, special events, and entertaining clients. Private and group tours can be arranged for almost anytime - weekday or weekend, day or evening. We work closely with each client to create the most enjoyable "Constitutional" experience possible.

The Constitutional Walking Tour

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- **VIP Tours** – For a once-in-a-lifetime experience, VIP Tours allow the discerning traveler to see customize their own luxury tour package with a private guide, arranged at their convenience with other exclusive benefits.

“We are thrilled to build on the success of our inaugural season and hit the ground running for our second season of guided walking tours,” stated Jonathan Bari, Chairman of The Constitutional Walking Tour. “The new offerings we have this year – from an iPod audio tour to stroller tours for young kids to our “Free Fridays” special – will enhance the visitor experience, offering something for every type of audience.”

Promotional Offers & Partnerships

- **National Constitution Center** - Visitors can receive \$1.00 off admission to the National Constitution Center by showing their same day ticket stub from The Constitutional at the Constitution Center box office.
- **Lights of Liberty** - \$3.00 off the Lights of Liberty Show by showing their same day ticket stub from The Constitutional Guided Walking Tour.
- **Philadelphia Trolley Works & The Big Bus Double Decker Tour Combo Package** - Your Ticket to Ride & Walk. Enjoy Philadelphia's attractions with your 24 hour pass for a Philadelphia Trolley Works' Victorian Trolley or Double Decker Bus, then exercise your right to explore by taking The Constitutional. The Adult Combination Package costs \$40.00 (a savings of \$4.50) and The Child Combo costs \$20.00 (a savings of \$2.50).

For details on all of these discounts and other partner offers, please see

www.TheConstitutional.com/events.

The Constitutional’s Independence Immersion Training Program

In order to provide the optimal visitor experience, The Constitutional’s knowledgeable and friendly tour guides have been specially trained by The Constitutional’s “Independence Immersion” program, an intensive and fun curriculum focusing on Philadelphia history, American history and local tourist attractions, as well as best practices in public speaking, storytelling, customer service, hospitality and visitor experience.

About The Constitutional Walking Tour of Philadelphia

The Constitutional Walking Tour of Philadelphia takes visitors on a walking journey through America's Most Historic Square Mile, the birthplace of our nation. Located in Center City Philadelphia, The Constitutional includes many sites within the Independence National Historical Park area, which is home to the Liberty Bell and Independence Hall. The Constitutional guides visitors to walk through history where The Declaration of Independence and The United States Constitution were created. Visitors can experience The Constitutional: 1) on their own as a free, self-guided walking tour, 2) with a lively tour guide for a fee or 3) with the new Philly MP3 Audio Tour. For more information on the new Philly MP3 Audio Tour, please visit www.PhillyMP3.com. For more information on The Constitutional, please visit www.TheConstitutional.com. Guided and audio tours are offered by The Constitutional Guided Walking Tours, LLC which is a licensee of The Constitutional Foundation d/b/a The Constitutional Walking Tour of Philadelphia; a portion of the proceeds from all guided and audio tour fees benefits The Constitutional Foundation and its free self-guided tour.

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¹ Each guest must be present to receive a voucher for the free ticket from The Constitutional's designated and uniformed tour guide. First-come, first-served, while supplies last. Limit one per person. Limited time offer and subject to change without notice. Additional terms may apply and are available at www.TheConstitutional.com/legalnotices.