



**FOR IMMEDIATE RELEASE**

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**THE CONSTITUTIONAL WALKING TOUR ANNOUNCES  
LAUNCH OF THE NEW PHILLY MP3 AUDIO TOUR**

***Launch of New iPod Tour Offers Unique Way to Explore Historic Philadelphia***

**Philadelphia, Pennsylvania** – April 11, 2006 – The Constitutional Walking Tour of Philadelphia today announced the launch of its new Philly MP3 Audio Tour. Visitors can now experience this new and exciting way to see America's Birthplace. The Philly MP3 Audio Tour includes 21 of the most popular historical sites in 75 minutes on a 1.25 mile walking adventure. The Philly MP3 Audio Tour focuses on the Independence National Historical Park area, which includes sites such as the Liberty Bell, Independence Hall, the National Constitution Center and the Betsy Ross House.

The introductory price is \$14.99, and the Philly MP3 Audio Tour can be purchased and downloaded online at [www.PhillyMP3.com](http://www.PhillyMP3.com) . A free preview is available at [www.PhillyMP3.com/sample](http://www.PhillyMP3.com/sample) .

The Constitutional's energetic storytellers, tour guides and historical character impersonators provide visitors with an educational and entertaining experience. "GPS Gena" is the Philly MP3 Audio Tour narrator who announces the sites and provides directions. The Philly MP3 Tour Guides, Eli and Emilie, give a brief history of each site and "Philadelphia Frieda" interjects to provide some "Philadelphia Firsts." There are also some "special guests" who make appearances along the way, such as Benjamin Franklin and Thomas Jefferson.

In addition to providing the quintessential Philadelphia tour experience that includes learning about Independence Hall and the Liberty Bell, the Philly MP3 Audio Tour also features contemporary information that transcends history along the route. Visitors will

**The Constitutional Walking Tour**

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hear stories such as why Benjamin Franklin is in the International Swimming Hall of Fame and how Josiah Bartlett, one of the signers of The Declaration of Independence, is related to Martin Sheen's character, President Josiah "Jed" Bartlett, on the NBC show, "The West Wing." They will also see "modern day" sites along the way, including MTV's "Real World Philadelphia" House.

With its patriotic music, creative sound effects and entertaining storytellers, the Philly MP3 Audio Tour is truly a "theater of the mind" experience. Using modern day technology, visitors can step back in time to a day and age long before cell phones, the Internet and MP3 Players and walk in the Founding Fathers' footsteps. Whether it's the sound of a "pen" on parchment as John Hancock signs The Declaration of Independence or the cannons discharging to announce America's first Fourth of July of celebration, this Philadelphia Podcast immerses visitors in a virtual time machine by surrounding them with the sounds, stories and sites of Historic Philadelphia.

"With the ever-growing popularity of Audio Tours and Podcasts, we are thrilled to launch our new Philly MP3 Audio Tour," stated Jonathan Bari, Chairman of The Constitutional Walking Tour. "Philadelphia is best seen by foot, and as such, we are excited to debut this extension of our critically-acclaimed guided walking tours. This Audio Tour, which is great for all ages, provides visitors with the convenience to take the tour when they want, how they want, at their own pace."

The Philly MP3 Audio Tour is fun and easy to use. The tour includes recorded directions from one site to the next, accompanied by an easy to follow map that can be downloaded online at [www.PhillyMP3.com/map](http://www.PhillyMP3.com/map) .

The Philly MP3 Audio Tour was created by Jonathan and Leslie Bari. The Audio Tour was locally recorded and produced in the Philadelphia area by Wallabee Multimedia in Gladwyne, Pennsylvania.

## **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](http://www.PhillyMP3.com). For more information on The Constitutional, please visit [www.TheConstitutional.com](http://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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