



FOR IMMEDIATE RELEASE

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Campus Philly's College Day 2012: Free Concert, Free Museums and More

"Students in Philly are so lucky to have a great city."

PHILADELPHIA – "The best years of your life happen when you're in college, and students in Philly are so lucky to have a great city to spend them in," says Chris Philips, drummer and vocalist of Michigan based band IAMDYNAMITE, which plays College Day, Campus Philly's annual welcome festival for the college student population, this Saturday. "Philly is such an amazing city to go out and explore. There's just so much to do and so much culture to immerse yourself in."

On September 29th, more than 10,000 students will experience just how much the City of Philadelphia has to offer through a variety of entertainment and cultural activities. IAMDYNAMITE, along with Brooklyn duo Tanlines, headlines a free concert presented by Radio 104.5.

"I think it's important when you're in college to feel connected to the city that you're living in," says Tanlines percussionist Jesse Cohen. "You'll be there for four years, and that is plenty of time to be a part of a community."

College Day 2012 activities include:

- Additional entertainment provided by the Red Bull Soundstage and MXT DJ van
- Free admission with college student ID to the museums on the Parkway and in Historic Philadelphia
- Philadelphia food trucks presented by Night Market Philadelphia, a project of The Food Trust
- Samplings and giveaways from local and national vendors
- Art Village presented by InLiquid Art + Design
- Involvement Fair sponsored by Generocity
- Recreational activities from the Professional Golfers' Association (PGA) and others
- Find Your Philly neighborhood fair sponsored by the William Penn Foundation

In anticipation of the Saturday festival, Campus Philly will hold a **pep rally at LOVE Park on September 27**, and the **official College Day pre-party at the Philadelphia Museum of Art on September 28** as part of a specially extended *Art After 5* Philadelphia-themed dance party with DJ Rich Medina celebrating the new exhibit *Full Spectrum Prints from the Brandywine Workshop*.

For more information on Campus Philly College Day 2012, visit campusphilly.org/collegeday2012

College Day is sponsored by Campus Philly's partner colleges and universities, the City of Philadelphia, Philadelphia Parks & Recreation, Radio 104.5, Scion, SEPTA, Comcast Xfinity, Bottom Dollar Food, IKEA, Student Universe, Generocity, The Food Trust and InLiquid Art + Design, and is produced in partnership with the Parkway Museums District, Historic Philadelphia, Inc., and the cultural institutions and attractions of the City of Philadelphia.

Campus Philly • Connecting students to a Greater Philadelphia

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