

College ain't cheap, but College Day is!

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Two blocks along the Ben Franklin Parkway were shut down for Campus Philly's annual College Day festival. Philadelphia-area college students got a warm welcome to a start of a new year.

The welcome-back festival for over 4,000 new and returning Philadelphia-area college students returned this weekend featuring free admission to some of the world's most renowned museums.

Beginning at 10 a.m. on Saturday, September 29, Campus Philly's College Day returned for 2012, with thousands of national and even international students flocking to the Benjamin Franklin Parkway. Continuing the 20-year tradition, the Benjamin Parkway lit up with live music at LOVE Park, giveaways, food, artwork and free access to a dozen museums including the Philadelphia Museum of Art, Rodin Museum, Eastern State Penitentiary, The Franklin Institute and more.

Thousands of students from hundreds of campuses come together on the iconic Benjamin Franklin Parkway for freebies, the city's best food, immersion in Philly culture and of course, music. All that was needed to get into one of the many museums Philadelphia was to offer was a valid College ID.

Campus Philly's mission is to help acquaint the city's college students with all of the opportunities that Philadelphia has to offer.

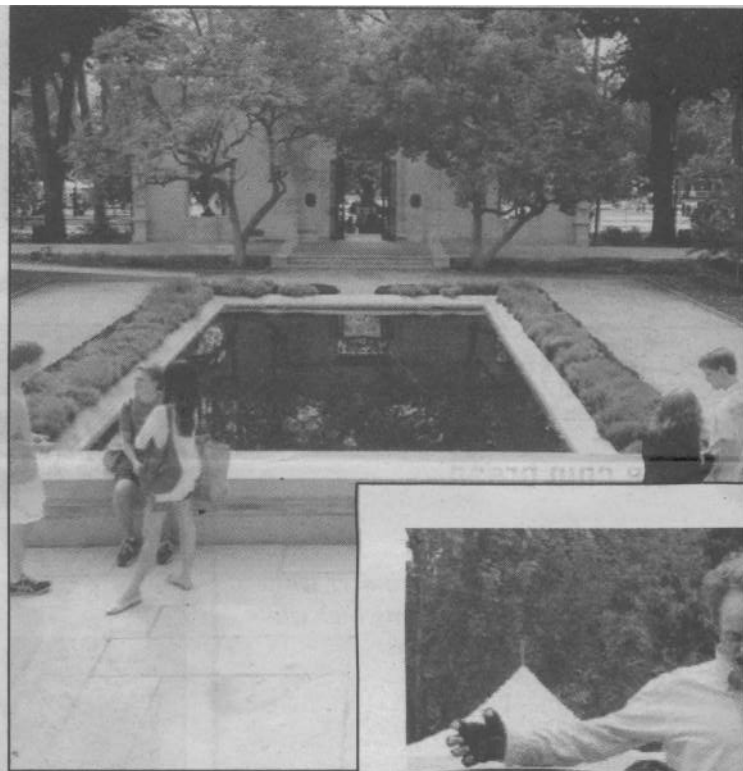
Alyssa Rhodes and Alexa McAnally, fashion design majors of Moore College of Art and Design, were newcomers to the annual College Day. The Rhodes and McAnally even participated in College Day this year with a screen-printing event.

The Brooklyn NY Duo, Tanlines and the Raleigh, NC based duo IAMDYNAMITE performed live along with a few opening acts. Audience members were given a handful of warm, dancefloor-ready tracks free of cost.

In addition to music, InLiquid Art + Design hosted an art village where up-and-coming artists and design stars had their creations for sale. From wall art to sculpture, jewelry to rugs, there were plenty of great buys for the artsy.

Various discounts were available all-day long at select restaurants and shops in Center City.

If you have missed this year's event, the neighborhood fair is expected to return for fall 2013.



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