



**FOR IMMEDIATE RELEASE**

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**A Smart Start: Campus Philly Goes on Fall Tour, Debuts 2012 Guide**

*The Philadelphia nonprofit tours college campuses to introduce the students of their 26 university partners to all that Greater Philadelphia has to offer, and debuts the 2012-13 Campus Philly Insider Guide to Philadelphia.*

PHILADELPHIA –Campus Philly’s signature red logo will appear on Greater Philadelphia’s college campuses during the yearly Fall Tour as one of the only outside organizations invited to fall semester activity fairs and orientation events.

Campus Philly makes at least 50 visits to regional campuses during Fall Tour, often visiting one campus multiple times. In addition to promoting exploration of all things Philadelphia, Campus Philly offers students prizes donated by retail and cultural partners, including gift cards from IKEA, passes to Longwood Gardens and tickets for Electric Factory Concerts.

Campus Philly’s Fall Tour runs through September, leading up to College Day, the organization’s massive welcome festival on the Benjamin Franklin Parkway on Saturday, September 29.

The Fall Tour is a primary way to distribute the 2012-13 edition of Campus Philly’s *Insider Guide to Philadelphia*, an annual publication filled with student-friendly tips and facts to help them explore the city they call home for four years and beyond.

“Campus Philly functions as the older brother or sister when it comes to life in Philadelphia,” says Cara Donaldson, Campus Philly’s Program Manager for Editorial and Public Relations. “The how-to guide, written by our college interns for their peers, shows students just how easy it is to be a part of all that’s going on in Greater Philadelphia.”

Campus Philly is a 501(c)3 nonprofit organization fueling economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia tri-state region.

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**Campus Philly • Connecting students to a Greater Philadelphia**

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