



**FOR IMMEDIATE RELEASE**

August 23, 2012

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**Save the Date: Campus Philly Introduces College Students to Their Philadelphia on College Day**

*Campus Philly announces College Day 2012 on **Saturday, September 29**. The welcome back festival for new and returning Philadelphia area college students features community engagement through free museum admission, live music, food, recreation and art.*

PHILADELPHIA – “The goal of College Day is to introduce the students of Philadelphia to all the great things the city has to offer,” says Deborah Diamond, president of Campus Philly. “There are thousands of college students on hundreds of campuses in and around the city, and College Day is the unique event where they all intersect.”

College Day 2012 elements include live music provided by **Radio 104.5**, the Art Village presented by **InLiquid Art + Design**, the Involvement Fair presented by **Generocity**, activities with the **Professional Golfers’ Association (PGA)**, Philadelphia food trucks curated by Night Market Philadelphia, a project of **The Food Trust**, and participation from local and national organizations like **IKEA**, **Comcast Xfinity** and **the Philadelphia Orchestra**.

Museums on the Benjamin Franklin Parkway and in Historic Philadelphia are free for students as part of the festival.

Students from Campus Philly’s 26 college and university partners are heavily represented at College Day each year, and the organization attracts day-trippers from as far away as Princeton, Kutztown and Pittsburgh.

“When I was a freshman, going to College Day was like a gigantic present to college students,” says Rebecca Hannaford, a junior at Arcadia University. “I felt like I had just received secret Philly native information to make Philly my own.”

For more information on Campus Philly College Day 2012, visit [\*\*campusphilly.org/collegeday2012\*\*](http://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, SEPTA, Comcast Xfinity, Bottom Dollar Food, IKEA, Student Universe, The Food Trust, InLiquid Art + Design and Generocity, and is produced in partnership with the Parkway Museums District, Historic Philadelphia, Inc., and the cultural institutions and attractions of the City of Philadelphia.*

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

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