



FOR IMMEDIATE RELEASE

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Tanlines and IAMDYNAMITE to Headline Campus Philly's College Day 2012

Two national bands will be the main music acts during College Day 2012, Campus Philly's welcome back festival for new and returning Philadelphia area college students.

PHILADELPHIA –College Day 2012 is all about dynamic duos as Campus Philly and Radio 104.5 announce **Tanlines** and **IAMDYNAMITE** as the music acts for the college students' party on the Parkway, **Saturday, September 29**.

This **FREE**, annual festival is **the must-attend fall event for college students in the Greater Philadelphia region**. 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, great music.

"Tanlines and IAMDYNAMITE are both great up-and-coming bands that have been picking up new fans everywhere they go," says John Allers, Program Director and Morning Host at Radio 104.5. "A lot of students will already know these bands, or will quickly become fans of both of these energetic duos."

College Day 2012 **FREE** activities include:

- Additional entertainment provided by the Red Bull Soundstage and MXT DJ van
- Museum admission with college student ID to the museums on the Parkway and in Historic Philadelphia
- 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)
- Find Your Philly Neighborhood Fair

For a full schedule & 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.

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Campus Philly • Connecting students to a Greater Philadelphia

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