



GOVERNOR JOSH SHAPIRO

FOR PLANNING PURPOSES ONLY

Monday, March 30, 2026

MEDIA CONTACT:

Governor's Press Office, ra-gvgovpress@pa.gov

Kaitlyn Haney, khaney@signature57.com

MEDIA ADVISORY: TOMORROW IN PHILADELPHIA – Governor Shapiro Hosts Official Statewide 2026 Pep Rally, Launches Visit PA Playmakers As Pennsylvania Steps Into the National Spotlight with Major Events Across the Commonwealth

Philadelphia, PA – Tomorrow, **Governor Josh Shapiro** and [Visit PA](#) will host an official statewide Pep Rally to bring Pennsylvanians and major 2026 events together as the Commonwealth becomes the center of America's biggest moments in 2026.

The high-energy celebration at Cherry Street Pier will unite Visit PA, America250PA, and organizers of the 2026 NFL Draft, PGA Championship, FIFA World Cup in Philadelphia, and MLB All-Star Week together under one roof to build excitement as Pennsylvania prepares to celebrate the 250th signing of the Declaration of Independence in Philadelphia and host major events throughout the Commonwealth.

These events will be huge tourism and economic development opportunities for the Commonwealth, as millions of people will visit Pennsylvania. Over the last three years, **Governor Shapiro** has rebranded Pennsylvania as the "Great American Getaway" and increased funding for Visit PA to nearly \$60 million. Under the **Shapiro Administration's** leadership, Pennsylvania's tourism industry has grown by \$7 billion and 30,000 jobs. In 2024, tourism brought in \$84 billion to the Commonwealth's economy and supported more than half a million jobs.

WHO:

Pennsylvania Governor Josh Shapiro

Secretary Rick Siger, Department of Community and Economic Development
Anne Ryan, Commonwealth of Pennsylvania Deputy Secretary of Tourism
City of Philadelphia Mayor Chelle L. Parker

Tom McCarthy, Pep Rally Emcee & Phillies Broadcaster and Play-by-Play Announcer
Jim Britt, Vice President of Sports Events, Visit Pittsburgh on behalf of 2026 NFL Draft and the Pittsburgh organizing committee

Jackie Endsley, Championship Director, 2026 PGA Championship

Meg Kane, Host City Executive & CEO, Philadelphia Soccer 2026 on behalf of FIFA World Cup 2026™

Michael Harris, VP, Marketing & Gov Affairs, Philadelphia Phillies host of the 2026 MLB All-Star Week

WHEN:

Tuesday, March 31, at **10:30AM**

***Remarks will begin at 11:00AM*

WHERE:

Cherry Street Pier
121 North Columbus Boulevard
Philadelphia, PA 19106

RSVP:

Press who are interested in attending must RSVP with the names and numbers of their team to Kaitlyn Haney, khaney@signature57.com.

LIVE STREAM:

pacast.com/live/gov

governor.pa.gov/live/

RSVP:

Press who are interested in attending must RSVP with the names and phones numbers for each member of their team to ra-gvgovpress@pa.gov.