



Media Contact:

Crystal Hayes, Cashman & Associates
215.627.1060 tel | 267.648.1283 cell
crystal@cashmanandassociates.com

For Immediate Release

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#PhillyFromTheTop @PhillyFromTop taking #PHL to a whole new level with first large-scale observation deck via @TM56paris

**MONTPARNASSE 56 REVEALS HIGHLY ANTICIPATED NAME FOR PHILADELPHIA OBSERVATION DECK –
ONE LIBERTY OBSERVATION DECK**

A New View of Philly From The Top

Philadelphia, PA (May 12, 2015) – Today, Montparnasse 56 announced the official name and brand positioning of the newest attraction coming to Philadelphia – **One Liberty Observation Deck**. Taking visitors a towering 57 floors (and more than 883 feet) above street level, the One Liberty Observation Deck will not only provide sweeping views of the Philadelphia skyline but also a one-of-a-kind vantage point to take in the continuing evolution of the city known as the birthplace of the nation.

Opening in autumn 2015, One Liberty Observation Deck will welcome guests from all over the world into the peak of One Liberty Place, the iconic Helmut Jahn-designed skyscraper. As the tallest standing attraction within Philadelphia, the location will present a new view of Philly From The Top. The observatory will offer panoramic views of the city-scape, interactive technology designed to enhance and expand upon points-of-interest and artistic installations portraying the story of Philadelphia’s past, present and future.

“Philadelphia is quite literally reaching new heights as a world-class destination” said Jack Ferguson, President & CEO of the Philadelphia Convention & Visitors Bureau. “The introduction of One Liberty Observation Deck exemplifies this and will offer a first-hand view of the evolution of Philadelphia for the many visitors and convention attendees we bring in from across the world.” Echoing the support of the project, Meryl Levitz, President & CEO of Visit Philadelphia® remarked, “This is an exciting and significant time for Philadelphia, and the launch of One Liberty Observation Deck is a key addition to the visitor experience.” She continued, “Shortly after the World Meeting of Families and papal visit in September, the city will welcome the Forbes Under 30 Summit in October and the 2016 Democratic National Convention next summer. As Philadelphia prepares to garner the world’s attention, the One Liberty Observation Deck will provide one of the best seats in the house.”

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The development of Philadelphia as a global tourism destination and flourishing metropolitan hub led Montparnasse 56, a global company specializing in the operation and development of tourist attractions, to choose the city for its second U.S. site. “As Philadelphia continues to expand and thrive, it became quite clear that it was the ideal location to continue our U.S. expansion” said Patrick Abisseror, CEO of Montparnasse 56 Group. “This city is rich in history, culture, art, diversity and entertainment. We are excited to bring a new experience to Philadelphia, as it has long been on our radar as a destination that offers such a vast visitor experience, but nowhere to go to take it all in. We truly believe that One Liberty Observation Deck will enhance the fabric of Center City and afford patrons a new and exciting way to view this modern renaissance city.”

Evan Evans, General Manager of One Liberty Observation Deck added “Philly has amazing stories to tell to locals and visitors alike. Sharing it from 883 feet above the city is simply spectacular!” The creative team behind the project sought to include those iconic Philadelphia stories in the brand name, logo and full creative package. Reflecting on the intrinsic patriotism and historical significance of the City, while acknowledging the gleaming modern and contemporary design of One Liberty Place the final brand package marries the old with the new and fully showcases the eclectic nature of the City and the project.

Visitors awaiting a view of Philly From The Top can expect One Liberty Observation Deck tickets sales to go live just before opening with general admission set at \$14 for youth (ages 3 – 11) and \$19 for adults. Student, group and tour operator rates will also be available at a discounted price. For local school groups, One Liberty Observation Deck will offer a special ticket price of only \$8 for schools within Philadelphia, Bucks, Chester, Delaware, Montgomery, Gloucester, Camden, Burlington and New Castle counties.

Along with launching the One Liberty Observation Deck name, the attraction has also unveiled the consumer website www.PhillyFromTheTop.com and social media channels: Facebook – www.Facebook.com/PhillyFromTheTop; Twitter – [@PhillyFromTop](http://www.Twitter.com/PhillyFromTop); Instagram – [@PhillyFromTheTop](http://www.Instagram.com/PhillyFromTheTop).

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About Montparnasse 56: Montparnasse 56 Group specializes in the operation and development of tourist attractions. Bolstered by its success, results and financial resources, the company is currently extending its global reach by creating or developing exceptional sites. 2012 marked the group’s first expansion into to the United States with the acquisition of 360 CHICAGO (formerly John Hancock Observatory). The group now has four successful tourism operations including the 56th floor and panoramic terrace of the Montparnasse Tower in Paris (France), the observation deck and revolving restaurant at the Berlin TV Tower (Germany), Crocodile Zoo and Nature Preserve in the south of France and 360 CHICAGO. The Philadelphia observation deck will mark the Group’s fifth site world-wide, and second destination in the United States. For further information on Montparnasse 56 visit www.montparnasse56usa.com