



## **PRESERVATION ALLIANCE**

*for greater philadelphia*

For Immediate Release

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### **Just in Time for the Holiday: NEW Self-Guided Walking Tours of Three Historic Philadelphia Neighborhoods FREE Download at [www.PreservationAlliance.com](http://www.PreservationAlliance.com)**

(June 29, 2009) – Company coming for the July 4<sup>th</sup> holiday? Interested in exploring a rare planned and architecturally significant section of South Philadelphia? Or taking them for a walk around Rittenhouse Square? Or perhaps you'd like to learn more about the history and historic architecture of Center City buildings that you pass every day.

The Preservation Alliance's new, self-guided walking tours make it possible to stroll three historic Philadelphia neighborhoods, whenever it's convenient and at your own pace.

The tours are presented online at [www.PreservationAlliance.com](http://www.PreservationAlliance.com) in two, free, downloadable and easy-to-use formats. The two-panel pdf format is easily printable on a home computer and is designed to fold in half and go. A second format, optimized for mobile browsers, makes it possible to follow the tours as you walk from a web-enabled cellphone or handheld device

The **Rittenhouse East** and **Rittenhouse West** tours explore the rich architecture, including many buildings by prominent 19<sup>th</sup>- and 20<sup>th</sup>-century architects, in the neighborhoods that comprise the city's Rittenhouse Fidler Historic District. The **Girard Estate** Historic District tour visits a rare, planned community and architecturally distinctive section of South Philadelphia.

Each tour includes a brief neighborhood history, an easy-to-follow map, walking directions, photographs and a description of each building along the way, along with information of which buildings are open to the public.

"The tours emphasize architecture, architectural history and historic preservation and are a great way to look at old neighborhoods in a new way," said Alliance Deputy Director Elise Vider.

This project is supported by a grant from the Pennsylvania Historical and Museum Commission.

Meanwhile, the Alliance's *guided* walking tours of neighborhoods throughout the region continue through October. Visit [www.PreservationAlliance.com](http://www.PreservationAlliance.com) for the July schedule and full details.

*The mission of the Preservation Alliance is to actively promote the appreciation, protection, and appropriate use and development of the Philadelphia region's historic buildings, communities and landscapes.*

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