



News and Current Events :: City of Brotherly Love Kicks Off Gay Ad Campaign

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PHILADELPHIA (Reuters) - Philadelphia, the City of Brotherly Love, has launched the first U.S. television advertising campaign to promote a city as a gay destination, officials said on Wednesday.

In the television commercial, a young man in colonial attire writes a letter inviting his beloved to meet him at Independence Hall, one of the city's main tourist attractions.

The man is approached by a woman who glances at him but passes by before another man greets the letter writer and accepts flowers.

The spot emphasizes the city's historic attractions and its friendliness to gay travelers and is part of a three-year, \$1 million campaign using the slogan "Philadelphia - Get Your History Straight and Your Nightlife Gay."