

# NORTHERN LIBERTIES

Business Improvement District

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FOR IMMEDIATE RELEASE

## **Business Improvement District puts Comedians to Work to Help Small Business**

**Philadelphia, PA – May 20, 2020** – The Northern Liberties Business Improvement District has kicked off NLTV with [three videos](#) in which local comedians pitch gift collections from local businesses impacted by the COVID-19 shut down.

The goal was to create entertaining content while helping to sell products from shuttered boutiques. The QVC-style pitch videos star renowned local funny folk Rose Luardo, Chip Chantry, and Financial Guru Gregg Gethard. Each comedian pitches a unique gift collection: For the Ladies, Guy Stuff, and Pet Lover. Featured in the three gift collections are wares from Northern Liberties businesses Art Star, Trunc Artisans, Swag Boutique, Flowers by Denise, Casa Papel, City Planter, The Random Tea Room and Curiosity Shop, Madison K Live Life Fun, and Once Worn.

“There’s something comforting, like a warm blanket, about QVC shows. You leave them on while you do other things because the talking keeps you company. We wanted to provide some comfort, some humor, and an opportunity to shop local while boutiques are still closed,” says NLBID executive director Kristine Kennedy. The trio of videos kicks off NLTV, the BID’s new YouTube channel that will serve as a repository for future video content.

“As a comedian, I’m not *exactly* a hero front-line worker or medical professional,” says Chip Chantry, “So when I was asked to act ridiculous to help the cause, I was in. This was a really fun way to get some attention for local businesses and hopefully help keep some business afloat during this time. I’m also hoping this paves the way for my new QVC career.”



The videos can be viewed at:

<https://www.youtube.com/playlist?list=PLr3wncFXjn2AF2sfZbt2UeylUB787lu4W>

The gift collections can be viewed and purchased here:

For the Ladies <https://artstarphilly.myshopify.com/products/northern-liberties-mothers-day-gift-box>

Pet Lovers <https://artstarphilly.myshopify.com/products/northern-liberties-gift-box-for-dog-cat-lovers>

For Guys <https://artstarphilly.myshopify.com/products/northern-liberties-gift-box-for-guys>

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**The Northern Liberties Business Improvement District** was formed in 2018 to provide supplements to the municipal services of the City of Philadelphia; maintain a safe, clean and vibrant commercial district for the benefit of the residents, users, and owners within the district, and to citizens of Philadelphia and the region; to create opportunities for the business and residential communities to come together to make improvements to the district; and develop and implement programs and services that ensure that Northern Liberties continues to be a desirable place to live, work, shop, invest and visit. For more information, see [explorenorthernliberties.org](http://explorenorthernliberties.org).