

Practical Tips for Leading Your School Group Tour

LOCATION

The Memorial Plaza is located at the intersection of 16th Street and the Benjamin Franklin Parkway

- The Horwitz-Wasserman Holocaust Memorial Plaza is an outdoor educational space at the entrance to the historic Benjamin Franklin Parkway, Philadelphia's foremost cultural corridor. The Memorial Plaza is open to the public 24 hours a day, 365 days a year. Admission is free of charge for all visitors.
- Because the Memorial Plaza is completely outdoors, all visits are subject to weather conditions. Educators are advised to check the weather in the days prior to their school group tour, and to make alternate arrangements in the event of inclement weather.
- Note that the intersections around the Memorial Plaza have fairly heavy traffic. Please supervise your students while crossing the streets.
- The Memorial Plaza is within one block of SEPTA Suburban Station, the main transportation hub for the City of Philadelphia. Numerous bus lines stop within two blocks of the Memorial Plaza.
- There are no bathrooms at the site of the Memorial Plaza. The closest public bathrooms are:
 - **Starbucks** (within The Phoenix, 1600 Arch Street), across the street from the Memorial Plaza on the Arch Street side.
 - **Café Cret** (110 N 16th Street), across the street from the Memorial Parkway on the Benjamin Franklin Parkway side.
 - **Suburban Station**, with entrances at 16th and Market Streets and 15th and Market Streets.

IWALK TOURS

IWalk is a free mobile app that offers educational tours of the Memorial Plaza. IWalk tours tie physical elements of the Memorial Plaza with verbal testimony from Holocaust survivors, historical context, and in-app fillable prompts.

- Educators are strongly encouraged to use IWalk to structure their student group visits to the Memorial Plaza. IWalk offers three tours of the Memorial Plaza:
 - **History of the Holocaust**, a 60-minute tour that provides context for all Memorial Plaza installations. The History of the Holocaust tour is customizable for Middle School (12-14 years old) and High School (14-18 years old) student groups.
 - **Propaganda and Antisemitism**, a 30-minute special interest tour that offers a deeper dive into how antisemitic propaganda was used in WWII-era Europe to bolster and justify Nazi genocide.
 - **Contemporary Antisemitism**, a 30-minute special interest tour that describes the roots of antisemitism in the past, what antisemitism looks like today, and how young people can take action against antisemitism and bigotry.
- Educators should complete the IWalk tour that your class will be using prior to bringing students for a school tour at the Memorial Plaza. Depending on the amount of time you have at the Memorial Plaza, you may wish to focus on some stops and omit others. Regardless of the tour you take, you will be able to take partial tours without interrupting the continuity of the content in the app.
- Depending on the amount of time you have at the Memorial Plaza, you may wish to focus on some stops and omit others. Regardless of the tour you take, you will be able to take partial tours without interrupting the

continuity of the content in the app. You may also wish to incorporate IWalk tour content within the classroom before or after the trip to the Memorial Plaza.

PLANNING YOUR TOUR

- The Memorial Plaza can comfortably host 200 people at a given time. To reduce congestion during your visit, consider how you may wish to split your students into smaller groups to explore the site. For example, if you bring 60 students to the site, you may wish to break your class into 4 groups of 15 students, moving clockwise around the Memorial Plaza.
- Educators are encouraged to reach out to the Philadelphia Holocaust Remembrance Foundation for assistance in developing pre-visit lesson plans, and for support in determining which stops to focus on during a given tour. We can be reached at info@philaholocaustmemorial.org.
- The Philadelphia Holocaust Remembrance Foundation may be able to assist in paying for students' transportation to the Memorial Plaza for school trips. For more information, contact us at info@philaholocaustmemorial.org.

BEFORE YOUR VISIT

Prior to visiting the Memorial Plaza, educators should:

- Incorporate content on the Holocaust into classroom curricula. Learning about the Holocaust in advance will help students to understand the gravity of this historical tragedy.
- Describe appropriate behavior during the school trip, e.g. no running or yelling.
- Remind students to charge their phones and to bring headphones with them. If your school has access to wireless portable chargers or extra headphones, you may want to bring them for your trip.
- Create an IWitness account, and review the document "Leading a Class Tour Using IWalk" for further instructions.
- Instruct students to download both the IWalk app as well as appropriate tour content.
- Be sure that students have access to the Class Code to link their in-app responses to your IWitness account. Bring a copy of your Class Code to the Memorial Plaza in case any students need to download IWalk content onsite.