

JAN. 13-19
2006

Volume 24
Number 48

215-238-1450

philadelphia
.bizjournals.com

\$2

PHILADELPHIA BUSINESS JOURNAL

In Pa., Groundhog Day campaign takes a shine to 'The Shining'

Heeere's Phil ...

Punxsutawney Phil had already been immortalized in "Groundhog Day," starring **Bill Murray**.

In a new twist, the Pennsylvania tourism office will tell the Feb. 2 Groundhog Day story in a series of nine commercials that take off on "The Shining," which famously portrayed **Jack Nicholson** as a writer going crazy in a mountaintop resort.

In the commercials, a life-size Punxsutawney Phil plays Nicholson's character, trying to escape *The Shadow*. A la Director **Stanley Kubrick**, the camera mimics



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the hotel resort, the sets and even the typewriter favored by Nicholson's character. The movie was shot in Colorado; the takeoff was shot in the Poconos.

A trailer for the commercials is at www.groundhog202.com.

The campaign was created by Center City-based **Red Tettemer** with on-line aid from **Ripple Effects Interactive**.

Nicholson himself supposedly was amused by the takeoff, according to **Army Archerd**, a columnist for **Variety** magazine. But had cautionary advice.

"They better watch out," Nicholson told Archerd, "because you know Jack's not afraid of his shadow."

Radisson rush

Sale of 100 condos atop the **Radisson Warwick Hotel** went faster than planned.

Allan Domb Real Estate had planned a January open house, but sold out before officially announcing their availability.

"Demand for Center City residential living continues to be incredibly strong, even as other condominium markets across the country are starting to cool," said **Allan Domb**. "The Warwick's unique position as an icon of Philadelphia known for its elegance and luxury has proven a powerful draw to buyers seeking a premier Rittenhouse Square address."

Condos ranged in price from \$200,000 to \$2 million.

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