



MEDIA RELEASE

CONTACT: Andrea Simpson
andrea@adagp.com
610.279.5229

Amanda Conte
amanda@redthreadpr.com
516.510.2411

Philadelphia Auto Show To Host Inaugural First Responders Day on February 6th

--Sponsored by NJM Insurance, the day will recognize the hard work and dedication of our region's first responders--

East Norriton, PA – January 13, 2026 – The Auto Dealers Association of Greater Philadelphia, owners and producers of the annual Philadelphia Auto Show, are proud to partner with Premier Sponsor [NJM Insurance](#) on its inaugural First Responders Day.

The 2026 Philadelphia Auto Show pulls into the PA Convention Center from January 31 to February 8. First Responders Day will take place on Friday, February 6, where all first responders with a valid ID will receive complimentary admission to the event. In addition, a unique area called Heroes Highway has been added to the display floor this year, which will showcase several different vehicles used by our local police, firefighters, and EMTs.

“Our new Heroes Highway display will pay homage to our first responders in a way we’ve never done before,” said Kelsey Baker, director of the Philadelphia Auto Show.

Thematic character appearances for young attendees as well as several onsite raffle prizes for registered first responders have also been added to the day’s festivities. The American Red Cross will also host a blood drive at the entrance of the event where each donor will receive free admission.

“NJM is proud to recognize first responders for their incredible work in our communities,” said Carol Voorhees, NJM President and CEO. “At NJM, we’re built to do what’s right for our policyholders, which is why, as a premiere sponsor of the Philadelphia Auto Show, we are thrilled to acknowledge the work of these local heroes.”

First responders that qualify for complimentary admission include those from the Philadelphia Office of Emergency Management, as well as personnel from area fire departments, police departments, sheriff’s departments, and EMTs. A valid ID is required for free admission upon entrance. For specific times of activities and appearances, please visit phillyautoshow.com.

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About the 2026 Philadelphia Auto Show: The 2026 Philadelphia Auto Show will park at the Pennsylvania Convention Center from January 31 to February 8. The Black Tie Tailgate Preview benefiting the Department of Nursing at Children’s Hospital of Philadelphia will take place on Friday, January 30. For tickets and more details, visit phillyautoshow.com.

About NJM Insurance: Founded in 1913, NJM is among the Mid-Atlantic region’s leading property and casualty insurers and has maintained AM Best’s Financial Strength Rating of A or higher for over 89 years. The Company operates in a mutual fashion for the exclusive benefit of its policyholders and is consistently recognized for its award-winning customer service, superior claims handling, and overall customer satisfaction. NJM’s personal insurance products are available direct to consumers in Connecticut, Maryland, New Jersey, Ohio, and Pennsylvania. The Company also works with a preferred network of independent agents to deliver business insurance in Connecticut, Delaware, Maryland, New Jersey, New York, and Pennsylvania. Visit njm.com to learn more.

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