

CENTRAL MASSACHUSETTS CONVENTION AND VISITORS BUREAU  
TOURISM DEPARTMENT REPORT

**Central Mass/Worcester County Convention & Visitors Bureau's  
39th Annual Meeting**



**September 21, 2006**  
At the Crowne Plaza—Worcester  
11:30am: Registration \* 12:00Noon: Lunch & Meeting  
\$40 Members \* \$45 Non-Members

RSVP to Julie Zomar at 508-755-7400 x227 or [Jzomar@worcester.org](mailto:Jzomar@worcester.org) by Sept. 14<sup>th</sup>.

Please RSVP to Julie Zomar today!!!

What's New -----

**The Official Central Massachusetts & Worcester Fall/Winter Visitors Guide will hit the stands in October!!!**

*This Official Guide* is the **primary** fulfillment piece for the Central Massachusetts Convention and Visitors Bureau, and is mailed to all visitor inquiries from our advertising, 800# and website. Our advertising programs promote *The Guide* to feeder markets throughout Connecticut, Rhode Island, Eastern New York, Massachusetts and of course Central Massachusetts. It is also distributed at all state visitor's centers, major attractions, member businesses, convention attendees at the DCU Center, group tour planners, travel writers, trade shows and special events. This is a "keeper" publication. It is the most comprehensive guide to the region, being reader friendly and providing larger, easy to follow maps, making it a useful tool to the area traveler. Contact Julie Zomar at [jzomar@worcester.org](mailto:jzomar@worcester.org) or call 508-755-7400 x 227 for more details.

**RESERVE YOUR SPACE in the Mass Getaway Guide 2007-2008**

It's time to reserve your space for the number one Travel Guide to the state of Massachusetts. The 2007 *Massachusetts Getaway Guide* has a distribution of 750,000, three quarters more than *Yankee Travel Guide to New England*, and this year you will receive the added bonus to reach 2 million online prospects FREE! As a member of the Central Massachusetts Convention and Visitors Bureau, you not only qualify for the RTC discount, but also receive cash back after payment in full. Please look over the attached information and let Kristin Gillespie at Pohly Company or Jeannie Hebert at the CMCVB know that you want to reserve your space with the Central Massachusetts co-op! Contact Kristin at 978- 213-9952 or [k\\_gillespie@comcast.net](mailto:k_gillespie@comcast.net) or Jeannie at 508 755 7400 X222 or [jhebert@worcester.org](mailto:jhebert@worcester.org). **Don't let this opportunity pass you by!**

**Yankee Magazine**

Effective with the January/February 2007 issue, Yankee Magazine will be **bigger and bolder**. While Yankee's unique trim-size brought great brand recognition over the years, Yankee will be expanding to a full-size publication—something both our editors and readers have been asking for. Contact John Ewald @ Yankee Magazine 800-736-1100, ext. 355 or [JohnE@yankeepub.com](mailto:JohnE@yankeepub.com) or contact Jeannie Hebert for more information and rates!

**PrePrint**

The fall issue has already hit the stands, stop by the CVB to pick up your copy today!!! And believe it or not, we are getting ready for the spring issue. Contact Jeannie Hebert at [jhebert@worcester.org](mailto:jhebert@worcester.org) or call 508-755-7400 x222.

Remnant AirTime for September on WBZ & WODS at very low costs. Contact Jeannie Hebert right away!!!

### Creative Living

New lifestyle magazine that focuses on the region, sent to upscale households. For more information contact Jeannie Hebert.

### Tourism Kiosks - REMINDER

We have installed the kiosk in the Visitors Center in Worcester, and River Bend Farm in Blackstone Valley. **Cost is very affordable.** \$100.00 per month per kiosk to advertise in the kiosk. Contact Jeannie Hebert at [jhebert@worchester.org](mailto:jhebert@worchester.org), or 508 755 7400 X222 or Eddie Kane at Nexgen Production 508 735 5181 or [eddie@nexgenpro.com](mailto:eddie@nexgenpro.com).

### Resort Maps Best of Central Massachusetts Map

Pick up your new copies of the Resort Map at our Visitors Center!

### Boston Multilingual Guide

In years past the CMCVB participated in this prestigious travel guide that is translated into **9 different languages** and distributed to over 100 outlets, hotels, visitor's centers, colleges, international schools, consulates, international tour operators. Includes web exposure to over 300,000 international visitors annually and accessed from over 75 countries. Completely downloadable so visitors can plan their visit to your property. **CMCVB has negotiated a 50% discount to our member for a co-op full page, and they have now hit the stands!!!**

Ongoing -----

### "New England Weekends" WBZ Newsradio 1030

Sat – Sun 6:55A, 7:55A, 8:55A 3 reports per day

Six :60 weekend commercials, Six weekend billboards, **Twelve total weekend media messages.**

Every weekend, **WBZ** highlights the hot places to go for family fun, recreation and entertainment around New England during its weekly segment **"New England Weekends!"** Event listing on [wbz.com](http://wbz.com) Event Calendar! Total Weekly Investment: **\$900. That's \$75.00 a spot!!!!** **WBZ ranks number 1** in New England reaching over **400,000** loyal listeners every weekend! We can produce this co-operatively, so your investment is low and your impact is high! Editorial for your region and attraction is also a possibility. Contact Jeannie Hebert for more information.

### Streaming on WBZ Newsradio 1030-- 100 :60 sec Commercials full month run

Now you can get a full month's exposure to your property or event on WBZ Newsradio 1030 online! The most listened to news station on line! **100 :60 sec. spots, for only \$1200.00 that's \$12.00 a spot. We can partner you** with others from your region to co-op the costs. Let Jeannie know if you are interested in this incredible deal!!! There are no production costs, the CMCVB fully subsidizes the production of this program.

### Boston Spirit Magazine

Circulation: 20,000+ Format: High quality, four color Timing: Bi Monthly

Rate: \$375.00 bi monthly (**\$187.50 per month!**)

Contact: Jenn Dettman 617-777-3062

This is a VERY upscale publication targeting the Gay and Lesbian communities. This publication has been very successful for us bringing this affluent Boston market into the Central Massachusetts region. At this time, distribution is 17,000 subscribers, 3,000 directly mail to targeted households. Overruns of 1,500 to 2,000 per issue are distributed at prestigious establishments as well as highly attended shows such as the New England Flower Show. The CMCVB creates a **one page spread** under the banner of the Central Massachusetts Convention and Visitors Bureau with a very affordable rate of only **\$375.00** per ad. Contact Jeannie Hebert for more information.

Worcester Quarterly Magazine – The CVB is continuing to advertise in the Worcester Quarterly magazine, which is now scheduled to produce 6 editions. We have taken out a quarter-page ad! This magazine is distributed to affluent households within Central Massachusetts. Watch for our ad!!! Also provide us with pertinent information about your property as well as images so we can highlight upcoming events!

Telegram & Gazette Regional Travel Newsletter - This is a great opportunity offered at a low price to promote your property! And the Telegram & Gazette supplies free editorial for Central MA. If you have not done so already, **Call** Jay Valencourt at (508) 793-9100 **today** to take advantage of this economical way of having a presence in one of THE most read dailies in Central Massachusetts! It's a great offer to CMCVB members and an affordable way to obtain an ad **in color!** \*\* Remember we submit your event listings free of charge. (space is limited) Send in any events or offers via email to Julie Zomar at [jzomar@worchester.org](mailto:jzomar@worchester.org) for consideration. **FREE!**

CMCVB Annual Event Page – Look for this page on our website as well as distributed at any and all events we attend. If you have not taken advantage of this opportunity, please contact Julie Zomar at [jzomar@worchester.org](mailto:jzomar@worchester.org). **FREE!** To CMCVB members in good standing.

"What's New" and "Special Packages" Section of our Website - We are always looking for new, exciting things to feature in these sections. If you have any ideas for how we can play up these two sections, please email all information in Word format to [jzomar@worchester.org](mailto:jzomar@worchester.org). This is a wonderful way to bring your property to **top of mind status!** **FREE!**

Radio Campaigns – Please contact Jeannie Hebert at [jhebert@worchester.org](mailto:jhebert@worchester.org) or 508 755-7400 x222 with **ANY** interest you may have at **ANY** investment level. All of these campaigns are co-operative, so we can partner you with your fellow members to maximize your investment.

**OnSite Studios – Discounted Rate** – Jay Groccia will offer a discount price to anyone that purchases ad space in any of the print publications that you listed. Visit [www.onsitestudios.com](http://www.onsitestudios.com) for more information.

## \*\*\*\*\* REGIONAL UPDATE \*\*\*\*\*

Regional Member Changes:

- Hotel Marlborough is now the **Courtyard by Marriott – Marlborough**
- Holiday Inn, Worcester is now the **Worcester Hotel & Conference Center**
- Wyndham Westborough is now the **Double Tree Hotel Boston/Westborough**
- **Vaillancourt Folk Art has moved!!!** They will re-open their doors to the public with an open house on September 16-17. More information provided in the events section below.

## \*\*\*\*\* BRANDING UPDATE \*\*\*\*\*

To continue along with our branding commitment, Gary Sherwin, co-author of Destination BrandScience, returned August 22<sup>nd</sup> along with Don Anderson (Purdue University), where we held several meetings to readdress the information and perceptions provided to us in March. Mr. Anderson displayed the results from the surveys administered to over 30,000 visitors and non-visitors within our region, state and New England. Mr. Sherwin & Mr. Anderson will now compile all of the research gathered and a "Brand Blueprint" will be provided to us. The preliminary Brand Blueprint will be presented at our Annual Meeting on September 21<sup>st</sup>.

## \*\*\*\*\* MEMBERSHIP UPDATE \*\*\*\*\*

**New Members for the month of July/August:**

A Touch of Class DJ

Ameriprise Financial Services

Durham School Services

Dzian Gallery

MA College of Pharmacy & Health Science

The Shoppes at Blackstone Valley

UNO Chicago Grill

Worcester Sharks

## \*\*\*\*\* A SAMPLING OF UPCOMING REGIONAL EVENTS \*\*\*\*\*

### **Mass Audubon - Broad Meadow Brook Conservation Center and Wildlife Sanctuary Presents their September Events**

The largest conservation organization in New England, concentrating its efforts on protecting the nature of Massachusetts for people and wildlife. Call 508-753-6087, email [bmbrook@massaudubon.org](mailto:bmbrook@massaudubon.org) or visit [www.massaudubon.org](http://www.massaudubon.org).

### **The Spencer Fair - September 1-4**

Largest Agricultural Fair in Central Massachusetts. Animal, Vegetable, Horticultural shows and displays. Large Midway (rides), Children's entertainment stage, Children's Sand boxes, Mothers' nursing & changing tent, Aerial Act, Demolition Derbies, Pig Racing, Stage shows, Music, and more! For times and ticket prices call 508-867-6877 or visit [www.spencerfair.org](http://www.spencerfair.org).

### **Sober in the Sun Labor Day Music Festival - September 1-4**

Three days of music, poetry, dances, workshops, children and teen activities, sports and recreation, fellowship, campfires, swimming, canoeing, fishing, mountain biking and vendors and so much more. Sober in the Sun is an alcohol and drug-free weekend festival. For more information call 508-798-8388 or visit [www.soberfestival.org](http://www.soberfestival.org).

### **Davis' Farmland Presents: September Weekend Events at the Farmland**

For more information on any of these events, visit [www.davisfarmland.com](http://www.davisfarmland.com) or call 978-422-MOOO (6666).

- **Sept. 2 & 3 - Clowns** - juggling, balloon twisting and magic! Performances by Flippo the Clown begin at 11 am and 2pm.
- **Sept 4 – Labor Day** – weekday events.
- **Sept. 10 - Grandparent's Day** - kids bring grandparents FREE! Celebrate the harvest with apple piñatas and caramel apples
- **Sept 23 & 24 – Birds of Prey** – by Massachusetts Bird of Prey Rehab Facility. Meet eagles, hawks, owls and more! Shows begin at 11am and 2 pm.

### **Lou Borelli Octet – September 3, (3 – 7 PM)**

Come enjoy the Lou Borelli Octet as they serenade you with a magical jazz show. There is no cover, no reservations. Come early and enjoy a fabulous meal. For more info call 508-752-6213, or visit [www.BorelliMusic.com](http://www.BorelliMusic.com)

### **The Brimfield Antique Show - September 5-10**

The World's largest outdoor antiques and collectibles show. Thousands of vendors. Located in the Center of Brimfield, Massachusetts. If you're interest in antiques or collectibles, you don't want to miss this show. [www.brimfield.com](http://www.brimfield.com)

### **Olde Home Day in the Park - September 8-9**

Olde Home Day in the Park started in 2000 as part of the Town of Clinton's 150th Anniversary Celebration and has continued as a much-anticipated annual event. Enjoy entertainment, local food vendors, and many ethnic, civic and church organizations participating, along with crafters from New England. In Central Park, the oldest public park in America. [www.oldehomeday.com](http://www.oldehomeday.com)

### **Southwick's Zoo - Massachusetts Day - September 9**

Buy One Admission - Get One Admission FREE. Don't forget to stop by the Purple Peacock to purchase a single use camera to record all of the many different species! For more information call (508) 883-9182 or visit the website [www.southwickszoo.com](http://www.southwickszoo.com)

### **1<sup>st</sup> Annual Blackstone Canalfest – September 9, (12 noon to 5 PM)**

Come celebrate the canal's heritage and future! Enjoy food, music, arts vendors, a film festival, local restaurant cook-off, horse drawn tours of the Canal district, demonstration gondola, and canal replica water feature. Stay for the evening and enjoy the world premier of the *Free the Blackstone Short Films*. [www.freethblackstone.com](http://www.freethblackstone.com).

### **22<sup>nd</sup> Annual Fun for All at Tufts Cummings Veterinary School Open House – September 9, (10am to 3pm)**

Come get a behind-the-scenes look at the marvels of modern veterinary medicine, as well as see various types of animals in action. Highlights include hospital tours, dog demonstrations, farm animal exhibitions, a Teddy Bear Clinic, and much more. Admission and parking are free, and refreshments will be available for purchase. The event will be held rain or shine. For safety reasons, pets are not allowed to attend Open House. For more information, call 508-839-5395, X-84899, or visit the Open House link at : [www.tufts.edu/vet/openhouse/](http://www.tufts.edu/vet/openhouse/)

### **9<sup>th</sup> Annual Music Festival at Wachusett Mountain Ski Area - September 9-10**

Bring your blankets and lawn chairs for two great days of music on the mountain featuring some of the finest in local, regional and national performers. Great food, brews and our scenic stage area make this a highlight for all music fans. [www.wachusett.com](http://www.wachusett.com) 978-464-2300

### **Pet Rock Festival at Quinsigamond Community College - September 10**

Pet Rock, is a daylong, family-oriented festival (the only show of its kind) and the largest pet expo on the East Coast, whose primary purpose is to promote responsible pet ownership and care through education. ENJOY Music, Vendors, Carnival Games, Prizes, Raffles, Adoptable Pet Parade, professional photos, Kids Rides and more than 200 animal breed rescues, shelters and animal welfare organizations. For more information, please contact Jeannie at 508-755-7400 x 222 or Charlene at 508-755-8004 x 245. [www.petrockfest.com](http://www.petrockfest.com)

### **Salem Cross Inn Presents: Historic 1700's Drover's Roast – September 10**

It's time again for our semi-annual **Drover's Roast!** Join us as we prepare a 1700's American traidside feast right in our backyard. Complete with Prime Rib, Fritters, Chowder of the Sea, home baked desserts and more, this is an event your sure to remember for years to come! Call 508-864-2345 or visit [www.salemcrossinn.com](http://www.salemcrossinn.com) or more information.

### **WWE's Smackdown & ECW – September 12, (7:30 PM)**

WWE presents two of the most exciting televised shows in sports entertainment live under the same roof on the same night! Expect a night of action, excitement and drama, which is destined to be one of the most exciting WWE events in the history of Worcester! The event will be taped and televised on WSBK/UPN-38 on Friday, September 15. Come see all of your favorite Smackdown superstars including; *King Booker, Batista, Ken Kennedy, Rey Mysterio, Bobby Lashley, Finlay* and other WWE Superstars! Plus, see your favorite ECW Superstars including; *RVD, Big Show, Kurt Angle, Sabu, Sandman* and other WCW Superstars! Visit [www.dcucenter.com](http://www.dcucenter.com)

### **2<sup>nd</sup> Annual African Cultural Festival – September 15, 16 & 17**

Panel Discussion on Diversity/inclusion in our Community – September 15, (5 to 7 PM)

Worcester African Cultural Center, 33 Canterbury Street – September 16, 17, (12 noon to 7 PM)

An outdoor event, celebrating various aspects of African art and culture, featuring a variety of musical, dance, and cultural performances; food, clothing, and craft vendors; and art exhibits. The WACC Gallery will be open to the public as part of this cultural event. The WASS is presenting the Festival to further promote African Art and Culture, and to celebrate the rich ethnic and cultural diversity of Worcester and its surrounding communities. [www.african-museum.com](http://www.african-museum.com)

### **14<sup>th</sup> Annual Applefest 5K Road Race - September 16**

This race, sponsored by the Corridor Nine Area Chamber of Commerce, has become a trademark event with the town of Northborough's Applefest weekend and attracts nearly 300 runners to participate in it. The race begins at the Zeh School in Northborough and continues in a complete loop along scenic country roads. Pre-registered runners receive a free t-shirt and prizes are awarded to the top finishers. For more information or to register for the race, click onto [www.corridornine.org](http://www.corridornine.org) or call 508-836-4444.

### **Classics On The Common – September 16, 23 & 30**

*Film Noir Under the Stars*. Live music dusk 'til dark, movies at dark: **The Maltese Falcon**, Sept. 16; **The Third Man**, Sept. 23; **Pickup on South Street**, Sept. 30. [www.MassBayFilmProject.org](http://www.MassBayFilmProject.org)

### [9th Annual Harvard Fall Festival - September 16 - 17](#)

The town of Harvard kicks-off the Apple-Harvest with a family-friendly, two day festival including over 50 regional crafters, food vendors, a multi-inflatable Kid-Carnival, and live music on two stages all day. Gates open at 10 am Saturday and Sunday. Daytime entrance is FREE. Saturday evening festivities from 4 – 10 pm feature Beetlejuice, the Beetles cover band fronted by ex-BOSTON lead singer Brad Delp and a spectacular fireworks display. Saturday evening show is \$40 per carload or \$20 per person.

[www.harvardfallfestival.com](http://www.harvardfallfestival.com)

### [Vaillancourt Folk Art Opening at Manchaug Mills – September 16 - 17](#)

Manchaug Mills, Suite 1-H. 9 Main Street, Manchaug, MA 01526. Vaillancourt Folk Art will re-open its doors to the public with an open house at its new retail and studio space. A special commemorative piece will also be unveiled and Judi Vaillancourt will be signing pieces. A silent auction will offer one-of-a-kind pieces to collectors, too!

### [8th Annual North Quabbin Garlic and Arts Festival – September 16 - 17](#)

What brings 8,000 people from throughout New England to the Festival that Stinks? A "Scent-Sational" Event for the Whole Family! Follow your nose to the Eighth Annual Garlic and Arts Festival, for those with an appetite for garlic and a passion for fun, amidst a backdrop of fall foliage at historic Forster's Farm. Get directions, and see the pet policy, schedule of music, performances, chef demos, games and events, vendors and everything else you need to know at [www.garlicandarts.org](http://www.garlicandarts.org).

### [stART on the Street – September 17, \(12 noon to 5 PM\)](#)

A grass roots, artist driven festival celebrating all of the arts. Visual artists and crafters will display and sell their art and actively share their talent with the community, a main stage will host large musical acts and street performers will entertain the masses. Free children's art activities, face painting and more! [www.startonthestreet.org](http://www.startonthestreet.org) Anybody interested in demonstrating your art/craft at the festival, becoming a vendor, or interested in donating a piece of art/craft for a fundraiser auction, please email [visualartists@startonthestreet.org](mailto:visualartists@startonthestreet.org) or go to <http://groups.yahoo.com/group/startonthestreet/> for more information.

### [The Four Freshmen at Tuckerman Hall – September 22, \(8 pm\)](#)

The Four Freshmen perform with that same unmistakable sound of the original group - a vocal harmony like no other. They have strongly influenced many groups over the years, including Take 6, Manhattan Transfer, and the Beach Boys. As the 22nd incarnation of the one and only Four Freshmen, their longevity proves they are doing it right! For more information call: (508) 752-0700.

### [From Here to There at ARTSWorcester Opening Reception – September 22, \(6-10pm\)](#)

ARTSWorcester presents paintings by Cynthia Woehle & Scott Holloway from September - October 26, with the opening reception Sept. 22, 6-10 pm. This exhibition is free and open to the public. For hours or appointments please call 508-755-5142 or visit [www.artsworcester.org](http://www.artsworcester.org).

### [Salem Cross Inn presents: Murder Mystery Dinner Theater - "The Bermuda Cruise Murders" – September 22](#)

Just when you thought you were sailing away from all the world's troubles, a murder occurs onboard. Join in some on-board games, and help the detective in solving the crimes. This cruise to nowhere is filled with laughs, mystery, and a great meal. Call 508-864-2345 or visit [www.salemcrossinn.com](http://www.salemcrossinn.com) or more information.

### [Festival of Ale – September 23, \(6 to 9 PM\)](#)

Visit the Higgins Armory for a relaxed evening of tasting, talks, and tantalizing treats in the medieval atmosphere of their Great Hall. Enjoy samples of dozens of mouthwatering craft brews from throughout New England, learn about the brewing process from the experts, encounter armored knights, and much more. Purchase advance tickets online at [www.higgins.org](http://www.higgins.org).

### [16th Annual Kids Festival at Wachusett Mountain Ski Area - September 23-24](#)

Two days of music, food, and fun! Enjoy tons of interactive games, lively performances and favorite walk-around characters. Enjoy the barbecue and food tents. View the fall foliage from the SkyRide!

[www.wachusett.com](http://www.wachusett.com) 978-464-2300

### [The Spirit of Shrewsbury Fall Festival - September 29 – October 1](#)

This annual event started in 1997 to showcase the town of Shrewsbury's culture, history, and quality of life. This town wide celebration includes a car show, Shrewsbury Idol Talent Show, 5K Annual Roadrace/Funwalk, Parade, Craft Fair, Scarecrow Contest, Family FunFest, and the Oak Street Expo. For a complete calendar of events, click onto [www.spiritofshrewsbury.com](http://www.spiritofshrewsbury.com) or call 508-836-4444.

### [The Greenway Challenge - Blackstone Valley's Fall Classic Triathlon - September 30](#)

This September you are invited to run, paddle and cycle through one of New England's most beautiful and most historic sections - The Blackstone River Valley. Please join us as a competitor or spectator for the Greenway Challenge. 401-762-0250 ext. 30

[www.greenwaychallenge.org](http://www.greenwaychallenge.org)

### [Mass Audubon Presents: A 50th Birthday Celebration for Wachusett - September 30](#)

Rain or shine at the Wachusett Meadow Wildlife Sanctuary. Free with preregistration. Hayrides and pony rides, kid's maze, nature stations, monarch butterfly banding, farmhouse tours, canoeing and more!!! Call 978-464-2712 or email [wachusett@massaudubon.org](mailto:wachusett@massaudubon.org) for more info.

Elmo's Making Music in Worcester...Tickets are on sale NOW at the DCU Center for Sesame Street Live "Elmo Makes Music". The show is October 5 – 8 at the DCU Center. For more information, please visit [www.sesamestreetlive.com](http://www.sesamestreetlive.com), [www.ticketmaster.com](http://www.ticketmaster.com), or [www.dcucenter.com](http://www.dcucenter.com).

\*\*\*\*\* UPCOMING SEPTEMBER FAIRS & FESTIVALS WEBSITES \*\*\*\*\*

The Spencer Fair – Sept. 1-4  
[www.spencerfair.org](http://www.spencerfair.org)

The Brimfield Antique Show – Sept. 5-10  
[www.brimfield.com](http://www.brimfield.com)

Olde Home Day in the Park – Sept. 8-9  
[www.oldehomeday.com](http://www.oldehomeday.com)

Canalfest – Sept. 9  
[www.BlackstoneCanal.org](http://www.BlackstoneCanal.org)

9th Annual Music Festival at Wachusett Mountain – Sept. 9-10  
[www.wachusett.com](http://www.wachusett.com)

7th Pet Rock Festival at Quinsigamond Community College – Sept. 10  
[www.petrockfest.com](http://www.petrockfest.com)

14th Annual Applefest 5K Road Race – Sept. 16  
[www.corridornine.org](http://www.corridornine.org)

8th Annual Garlic and Arts Festival – Sept. 16 -17  
[www.garlicandarts.org](http://www.garlicandarts.org)

9th Annual Harvard Fall Festival – Sept. 16 -17  
[www.harvardfallfestival.com](http://www.harvardfallfestival.com)

2nd Annual African Cultural Festival – Sept. 16 & 17  
[www.african-museum.com](http://www.african-museum.com)

Classics On The Common – Sept. 16, 23 & 30  
[www.MassBayFilmProject.org](http://www.MassBayFilmProject.org)

stART on the Street – Sept. 17  
[www.startonthestreet.org](http://www.startonthestreet.org)

16th Annual Kids Festival at Wachusett Mountain– Sept. 23-24  
[www.wachusett.com](http://www.wachusett.com)

The Spirit of Shrewsbury Fall Festival - Sept. 29 – Oct. 1  
[www.spiritofshrewsbury.com](http://www.spiritofshrewsbury.com)

The Greenway Challenge – BV's Fall Classic Triathlon – Sept. 30  
[www.greenwaychallenge.org](http://www.greenwaychallenge.org)

\*\*\*\*\* ADDITIONAL REMINDERS \*\*\*\*\*

**Stories Needed!!!** Don't forget, the CVB is always looking for unique stories from members about the region, their property, or how the CVB has helped their business. Don't be shy! Send your stories to Julie Orcutt at [jorcutt@worchester.org](mailto:jorcutt@worchester.org) or fax at 508-754-2703.

**Photos Needed!!!** The CVB is always looking for high resolution images of our members' properties and the region! These images are used in a variety of publications, ad designs, or marketing materials designed in-house by the CVB. Please send images to Julie Zomar at [jzomar@worchester.org](mailto:jzomar@worchester.org). Images must be at least 300 dpi or higher for resolution.

**CVB Committees:** to get involved in a committee, such as the marketing committee, group tour committee, and hospitality host committee; please contact the CVB at 508-755-7400.