

CENTRAL MASSACHUSETTS CONVENTION AND VISITORS BUREAU  
OCTOBER NEWSLETTER

# BOO!



Great Pumpkin Nights – EcoTarium  
Photo courtesy of Troy Thompson

## What's New -----

### The Worcester Telegram & Gazette and the CMCVB present the **15th Annual Chain of Lights**

The Chain of Lights is an annual compilation of holiday and special community events across Central Massachusetts. Geared towards bringing folks to the region to celebrate the spirit of the season; featured events run from the day after **Thanksgiving to New Year's Day**. It will be published Friday, November 24th and December 1st as a full color, eye-catching spread. **Sponsorships are limited!** Unit size (3 5/8" x 2"). **Ads are only \$185/unit for 1 day or \$260/unit for 2 days!!!** It's such a deal! Contact Jay Valencourt at the Telegram at 508-793-9220 or contact Julie Zomar at [izomar@Worcester.org](mailto:izomar@Worcester.org) or call 508-755-7400 x 227 for more details.

**Also: Chain of Lights event listings are needed and due to the CVB no later than November 1st.**

### **The Official Central Massachusetts & Worcester Fall/Winter Visitors Guide will hit the stands this week!!!**

***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 [izomar@worcester.org](mailto:izomar@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.

**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@worcester.org](mailto:jzomar@worcester.org) for consideration. **FREE!**

## **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@worcester.org](mailto:jhebert@worcester.org), or 508 755 7400 X222 or Eddie Kane at Nexgen Production 508 735 5181 or [eddie@nexgenpro.com](mailto:eddie@nexgenpro.com).

## **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.

## **Resort Maps Best of Central Massachusetts Map**

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

## **Boston Spirit Magazine**

**Circulation:** 20,000+ Bi Monthly **Format:** High quality, four color **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 community. 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 CMCVB banner with a very affordable rate of only **\$375.00** per ad! Contact Jeannie Hebert at [jhebert@worcester.org](mailto:jhebert@worcester.org) or call 508-755-7400 x 222.

**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!

**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.

\*\*\*\*\* **SPECIAL EVENTS UPDATE** \*\*\*\*\*

**CVB's 39<sup>th</sup> Annual Meeting Recap!**  
**THANK YOU!!!**

The CVB would like to thank all of those who attended our Annual Meeting and our host:  
**The Crowne Plaza, Worcester!**



We would especially like to thank our:  
**Platinum Sponsors:** U.S. Army and Yankee Magazine  
**Gold Sponsor:** Boston Magazine

**Dynamx.com** for providing the presentation equipment and services  
**OnSite Studios** for photographing our meeting  
and **E.J. Candies** for the delicious favors!!!



\*\*\*\*\* **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. Mr. Sherwin then returned to speak at our 39<sup>th</sup> Annual Meeting. We are currently in the process of working with our Brand Task Force and Executive Committee to send out an RFP for an ad agency and putting together our Brand Blueprint with Mr. Sherwin.

\*\*\*\*\* **INTERNATIONAL UPDATE** \*\*\*\*\*

**Tourism Massachusetts**, the company responsible for marketing Massachusetts *internationally* as a World Class travel destination, is committed to the promotion of Massachusetts as a world-class tourism destination. The refreshed [usamass.com](http://usamass.com) will feature enhanced business listings detailing property and amenity information, proximity mapping that will allow consumers to find you and businesses near you, and translated listings for the UK, German, French, Spanish, Portuguese, and Italian sites. **For only \$10**, you will be able to provide consumers with your detailed amenity and location information, a map to your business and up to six photos with captions in your photo gallery. To take advantage of this easy marketing option prior to the re-launch of the site, please e-mail Elizabeth Deschenes at [elizabeth.deschenes@usamass.com](mailto:elizabeth.deschenes@usamass.com) to let her know that you are interested and she will send you an invoice enabling you to easily pay using PayPal. Please sign up by **October 18, 2006**. **More information is attached!!!**

**Tourism Massachusetts** is having the **2<sup>nd</sup> Annual Global Forum** and Marketplace on **October 24<sup>th</sup>** at the Boston Park Plaza Hotel and Castle. This is an opportunity to meet the players in each of Massachusetts' key international markets. If anyone is interested in attending please contact Julie Orcutt no later than October 16<sup>th</sup>. Email her at [jorcutt@worchester.org](mailto:jorcutt@worchester.org) or call 508-755-7400 x 224.

**See America Day Travel Show** being presented to Brazilian group tour leaders in Sao Paulo. If you have information about openings, events, festivals or subjects of interest to group tour leaders happening over the next year, please forward to me so I can include in the regional promotional piece I am creating for distribution at this show. Once again, thanks for your input, support and participation. Please send all information to Jeannie Hebert no later than October 12<sup>th</sup> at [jhebert@worchester.org](mailto:jhebert@worchester.org) or 508-755-7400 x 222.

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

The CVB would like to thank **Suzanne Farias**, the GM of the Four Points Sheraton in Leominster for her exceptional job as Chair of the Central Massachusetts Convention & Visitors Bureau for 2005-2006. We appreciate all of her help and support over the past year.

And now we would like to welcome and introduce our new Chair for 2006-2007, **Dan Verrico**, Vice President of Sales and Marketing at CoCard. He's set a goal of helping us bring in 100 new members for this year!!! Go get 'em Dan!

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

Please join us in welcoming our new members for the month of September:

- Ameriprise Financial Services
- Blue Jeans Pizza
- Strauss and Strauss

**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.

Join us at our next Hospitality Host Meeting, October 25<sup>th</sup> for event information, media opportunities and networking. This October listen to guest speakers: Gloria Hall from the Willis Center and Pam Richard from the DCU Center.

**Take Advantage of our Monthly Mailing Flyer!** Each month the CMCVB offers members the opportunity to include a flyer in the Monthly Mailing. You can showcase your business for all of your special events, sales, and announcements on a monthly basis **OR** if you're a seasonal business; include a flyer for a specific month. This is sent to the full membership, local chambers, and tourist associations. **It's ONLY \$75.00 per month!!!** Please include **450 copies** to us by the second full week of the month. If you'd like the CMCVB to put it together for you the cost is \$100 for one-sided B&W or \$125 for two-sided B&W. Contact Julie Orcutt or Julie Zomar for more information or to sign up today!

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



**The Publick House Historic Inn presents: Scarecrow Festival – October 1-31**

View over 40 handmade scarecrows on display on the front lawn of the Publick House. Visit [www.publickhouse.com](http://www.publickhouse.com) or call 800-782-5425.

**Elmo's Making Music at the DCU Center for Sesame Street Live "Elmo Makes Music" – Oct. 5-8**

Elmo, Zoe, Big Bird and all their *Sesame Street* friends are taking to the stage to share their love of music in Sesame Street Live "Elmo Makes Music". 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).

**16th Annual Columbus Day Ski & Snowboard Equipment Sale & Swap at Wachusett Mountain Ski Area - Oct. 5-9**

Bring your used equipment and sell it for cash or Wachusett credit. Buy new skis or snowboards with the money you earn. Visit [www.wachusett.com](http://www.wachusett.com) or call 978-464-2300.

**WORLD SMILE DAY® VIII @ Worcester City Hall Plaza – October 6 (noon)**

It's a Pie-Eating-for-Charity Contest! 3-Person teams compete and the winners designate a charity or non-profit of their choice to receive an unrestricted gift from the Harvey Ball World Smile Foundation. For more information, visit [www.worldsmileday.com](http://www.worldsmileday.com).



**16<sup>th</sup> Annual Walking WeekendS in the Quinebaug and Shetucket Rivers Valley National Heritage Corridor – October 6-9 & 13-15**

Visit one of the 35 National Heritage Corridor towns in northeastern Connecticut and south central Massachusetts and celebrate Walking WeekendS. Choose from more than 100 free, guided hikes and strolls through history and nature. For more information, visit [www.thelastgreenvalley.org](http://www.thelastgreenvalley.org) or call 866-363-7226.

**Worcester Art Museum's exhibition premier of Mi Puerto Rico Master Painters of the Island, 1780-1952 – Oct. 7 (7-10pm)**

Music (Curubande) and hors d'oeuvres/Cash bar. \$10 members / \$20 non-members. RSVP by October 4 by calling 508 799-4406 Ext. 3105 For more info on the exhibit or to become a member, go to [www.worcesterart.org](http://www.worcesterart.org).

**Davis' Farmland presents: Halloween Events – October 7-8, 21-22, 28-29**

Paint a pumpkin, go on a witch hunt, make Halloween crafts, and more! Also, don't forget about apple picking. Call 978-422-MOOO (6666) or visit [www.davisfarmland.com](http://www.davisfarmland.com).

**Tower Hill's family celebration of the Fall Harvest Season - "Shades of Autumn" – Oct. 7-9**

Enjoy garden produce displays, Massachusetts Farmer's Market, Twigs Café Harvest Menu, Family Arts & Crafts, Antique Apple Orchard Taste-testing, Performers & Artisans, Indoors & Out. See "Animal Adventures" with unique exotic creatures for kids to learn and enjoy! [www.towerhillbg.org](http://www.towerhillbg.org) 508-869-6111

**Higgins haunted Hall Film Series presented by the Mass Bay Film Project – October 12 - 26**

Come see three favorite family films on the big screen in the Museum's magnificent Great Hall, a spectacular setting for movie watching. FREE! Email [Higgins@higgins.org](mailto:Higgins@higgins.org) or call 508-853-6015.

**CenterStage at Fitchburg State College Presents: "Sweet Honey in the Rock" – October 13**

A Grammy Award winning African American female a cappella ensemble with deep musical roots in the sacred music of the black church – spirituals, hymns, gospel – as well as jazz and blues. For tickets visit [www.fsc.edu/cultural](http://www.fsc.edu/cultural) or call 978-655-3709.

**Worcester Hotel & Conference Center presents the New England Jazz BanjoFest'06 – October 13**

Weekend of traditional jazz and Dixieland music. Friday night festival opening concert at 8pm featuring SwingDixie Jazz Band with special guest jazz singer Phyllis Fallon. Continuous jam sessions 3pm-midnight. For more information call 508-754-7918.

**Music Worcester presents MOMBASA PARTY featuring THE ROYAL DRUMMERS OF BURUNDI at Mechanics Hall– October 13**

The music and the movement of the Mombasa Party celebrate the sounds and traditions of east Kenyan Taraab artists. Live the ultimate African drum experience and feel the rhythm of the Mombasa Party. For more information call 508-754-3231.

**Salem Cross Inn presents their "The Bermuda Cruise Murders" – October 13 & 27**

Just when you thought you were sailing away from all the world's troubles, a murder occurs on board. 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! [www.salemcrossinn.com](http://www.salemcrossinn.com) 508-867-2345.

**Rock & Shock Horror Convention – October 13-15**

Three days of music, monsters, and mayhem as MassConcerts presents live music at the Palladium and a convention at the DCU Center featuring horror film industry professionals and vendors, costume designers, comic book artists, film screenings, celebrity guests, and much more. [www.rockandschock.com](http://www.rockandschock.com)

**Worcester Sharks Hockey - Opening Night!" at the DCU Center – Sat., Oct. 14th - 7pm**

"Just when you thought it was safe to go back on the ice.....SHARKS TERRITORY awaits you!" You won't want to miss this! Take a "bite" out of Sharks hockey action at the DCU Center and let the feeding frenzy begin! [www.sharksahl.com](http://www.sharksahl.com)

**Willard House Clock Museum presents: Colonial Muster Day – Oct 15 (1-4 p.m.)**

Free Admission to Grounds. Colonial muster presented by members of the Sudbury Company of Militia and Minute. Musket and cannon firings, marching and drilling with 18<sup>th</sup> century soldier re-enactors. Browse in the museum gift shop, food & crafts and colonial wares for sale. (508) 839-3500. [www.willardhouse.org](http://www.willardhouse.org)



**Higgins Armory Museum presents: Art, Wine & Networking – October 17**

Celebrate the opening of their newest exhibition with tours, tasty treats, wine, and networking. This fun night brings together over 200 movers and shakers in the region. Visit [www.higgins.org](http://www.higgins.org) for more info.

**WICN presents "Bluegrass Junction" - October 17 - 7pm**

Dave Dick of Northern Lights, Paul Della Valle of The Worcester County All-Stars and Nick DiBiasio of My Back Pages, will be featured on WICN's "Bluegrass Junction" with host Tom Banyai in an effort to promote the fabulous bluegrass concert at The Assembly Theatre on the 22<sup>nd</sup>.

**North Central Massachusetts Chamber of Commerce presents: 5<sup>th</sup> Annual Successful Women 2006 Trade Show – October 18**

Featuring products and services of women business owners and managers from the surrounding area; which will take place at the Four Points in Leominster. Visit [www.northcentralmass.com](http://www.northcentralmass.com).

**Music Worcester presents the Boston Philharmonic Orchestra at Mechanics Hall– October 18**

In 1979, ninety-six enthusiastic musicians - amateurs, students and professionals - and renowned Conductor Benjamin Zander joined together to form the Boston Philharmonic. For more information call 508-754-3231.

**New England Business Expo at the DCU Center – October 19**

Join over 15,000 professionals for a full day of high-powered programs and events, speaking engagements, informative seminars, and great networking opportunities. 508-755-6800. **Come visit the CVB's booth!!!**

**BOSTON BALLET PRESENTS - 2 SPECTACULAR PRODUCTIONS**

Call 617.456.6343 to reserve your tickets today! [www.bostonballet.org](http://www.bostonballet.org)

**DON QUIXOTE - October 19 – 29, 2006**

Groups of 15+  
20% off Adults. 20% off Seniors. 50% off Students.

**GALA PERFORMANCE - A Benefit Evening for Boston Ballet - October 25, 2006**

1 NIGHT ONLY!! Groups of 15+ 15% off.



**Broad Meadow Brook Conservation Center and Wildlife Sanctuary presents: Halloween Hike at Boo Meadow Brook – Oct. 20-21**

At sundown, the sanctuary will be transformed into a magical, slightly haunted forest. During your walk, you will have a chance to learn about some of the creatures of New England and their many fascinating habits. (6:30 PM-8:30 PM) For fees, registration, and more information contact the Broad Meadow Brook at (508) 753-6087.

**Sturbridge presents their Annual Harvest Festival – October 21 - 22**

Sturbridge Town Common - rain or shine. The Common is filled with crafters; homemade baked goods; harvest displays and activities for the entire family. For more information call 800-628-8379 or visit [www.sturbridge.org](http://www.sturbridge.org).

**Keown Orchards presents Pumpkin Fest – October 21 - 22**

"Pick your own" pumpkins for the Halloween season. Features wagon rides and family fun! For more information call 508-865-6706.

### 23rd Annual Applefest at Wachusett Mountain - Oct. 21 - 22 & 28 - 29

Our popular fall festival celebration includes over 70 craft exhibitors, farmers market, and special family fun side shows. Visit [www.wachusett.com](http://www.wachusett.com) or call 978-464-2300.

### Asa Waters Mansion presents their Holiday Shopping Gala – October 22 (2-5pm)

Get a head start on your holiday shopping! Many of the areas select vendors will be offering holiday wares and gift items, and decorating ideas. Admission is free; refreshments will be served. For more information call 508-865-5048 or visit [www.watersmansion@aol.com](http://www.watersmansion@aol.com).

**WICN - October 26 - 7pm:** Nick DiBiasio will be joined by former Bay City Roller Ian Mitchell in the studio, and the original Beatles' drummer Pete Best on the phone! They both have gigs in the area that weekend. Should be fun! <http://www.wicn.org>

### 9<sup>th</sup> Annual – “A Taste of the Wachusett Region” – October 25

Brought to you by the Wachusett Chamber of Commerce from 5:30 – 8:30 pm at the Clinton Town Hall! Sample the area's most delicious food & beverages! 978.368.7687

### Music Worcester presents the Prague Chamber Orchestra at Mechanics Hall– October 25

"Each musician is a maestro," heralded an American critic during the first North American tour of the Prague Chamber Orchestra... For more information call 508-754-3231.

### North Central Mass Chamber of Commerce presents: mass PLASTICS – October 25 - 26

At the Best Western Royal Plaza Trade Center in Fitchburg. Nearly 250 plastic industry related exhibitors. [www.northcentralmass.com](http://www.northcentralmass.com).

### EcoTarium's “Great Pumpkin Nights” – October 27-29

Enjoy creative displays of lighted pumpkins, hayrides and train rides, holiday cartoon favorites, entertainment and much more! Costumes welcome. For more information and pricing, visit [www.ecotarium.org](http://www.ecotarium.org) or call 508-929-2700.



### Worcester Fall Home Show at the DCU Center – October 27-29

An ultimate shopping bonanza for anything having to do with your home – inside or out with over 50,000 sq. feet of displays and thousands of products for your home. For more information, visit [www.dcucenter.com](http://www.dcucenter.com) or call 508-755-6800.

### Tower Hill Botanic Garden presents: “Falling for Orchids” – October 27-29

Thousands of breathtaking orchids will be on display in exotic settings throughout the Visitors Center and Orangerie by the Massachusetts Orchid Society. Spectacular for its variety, creativity and informational value, this show features twelve major exhibitors. For more information call 508-869-6111 or visit [www.towerhillbq.org](http://www.towerhillbq.org).

### Knightmare at the Higgins – October 28

A family-oriented Halloween celebration! Kids in costume area admitted free with a paying adult. For more information, email [Higgins@higgins.org](mailto:Higgins@higgins.org) or call 508-853-6015.



### Old Sturbridge Village presents: “Things that Go Bump in the Night” – October 28 - 29

The historical Village serves as the back-drop for safe family Halloween fun. Trick-or-treat door-to-door around the Common, glowing Jack O'Lanterns, living scarecrows and other spooky characters around every corner. Visit [www.osv.org](http://www.osv.org) or call 800-SEE-1830.

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

**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.

**“What's Going On” 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!

**Have a very safe and spooky HALLOWEEN!!! Trick-or-Treat!!!**