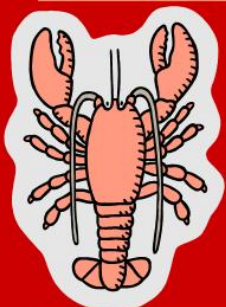




CENTRAL MASSACHUSETTS CONVENTION & VISITORS BUREAU

June Newsletter



It's Lobster Bake Time!!!

The Central Massachusetts Convention & Visitors Bureau
Invites you to join us at our
6th Annual Lobster Bake



June 26th, 2007

5:15 pm Cocktails
6:00 pm Dinner

at Wachusett Village Inn
9 Village Inn Road
Westminster, MA 01473



Only \$45 per person
Lobster, Steak or Chicken
Non-members please add \$10 to your selection
(Vegetarian meals are only \$35)



ARMY STRONG.™

Wachusett Village Inn will be offering a special accommodation rate:
Only \$35.00 (75% discount) for CVB members. Other attendees \$50.00
for the first 20 bookings, after that \$ 79.00 per room.

RSVP to Julie Zomar at 508-755-7400 x 227 or jzomar@worcester.org (indicate menu choice!)
Make checks payable to: CMCVB, 30 Elm Street (2nd floor), Worcester, MA 01609

Sponsored by:

Platinum Sponsor:



ARMY STRONG.™

Gold Dinner Sponsor:



WORCESTER

CALL TO ACTION

Time Sensitive

The Central Massachusetts Convention & Visitors Bureau is seeking grant dollars from the Massachusetts Turnpike Authority and we are calling upon you for a letter of support!

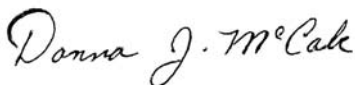
Project Name: 2007 Tourism Grant Program- Marketing & Branding "So Much So Close"
Creation and Execution of Central Massachusetts Brand Promise, Bringing the Destination to Life

The Purpose of this Grant is to:

- 1) Establish a recognizable impression for Central Massachusetts through a comprehensive marketing campaign and roll out of the new brand
- 2) Develop new marketing material and promotional pieces, as well as update existing ones
- 3) Provide financial support to regional DMO's and partners for their sub-branding efforts

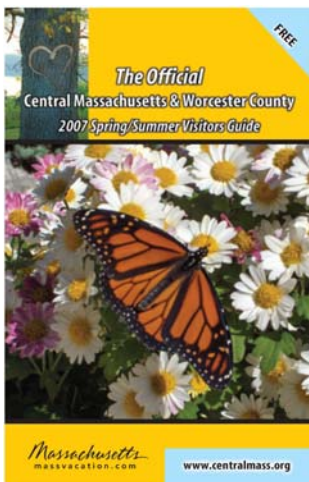
Contact Information: Chairman John Cogliano
2007 Tourism Grant Program Proposal
Massachusetts Turnpike Authority, Ten Park Plaza, Suite 4160, Boston, Massachusetts 02116
(617) 248-2800

Thank you for your help! For a sample letter of support please contact Brenna Ruchala at 508-755-7400 x221.



Donna J. McCabe

❖ Central Massachusetts / Worcester County Visitors Guide ❖



ADS CLOSE JUNE 22ND

The FALL/WINTER Visitors Guide selling is underway and filling up fast. You should have received your sell-sheets in the mail from us this week. If you didn't advertise in the current issue, you'll definitely want to reserve your space immediately!!!

The FALL/WINTER Visitors Guide continues to get bigger and better with each issue. No other visitors guide provides the reader with more detail about our region!!! This **OFFICIAL** guide is the Central Massachusetts CVB's **primary fulfillment** piece and is mailed to all visitor inquiries from our advertising, 800#, and web site. We promote to the Connecticut, Rhode Island, Massachusetts, and Eastern New York market!!! Make sure your ad is displayed in this strategic marketing piece.

Don't forget to update your listings!!! For more information and to update your listing for the next issue, contact Julie Orcutt at jorcutt@worchester.org or call 508-755-7400 x224. For more copies of the current Visitors Guide, contact Brenna Ruchala at 508-755-7400 x221.

❖ 2007 Meeting, Destination & Sports Guide ❖



Enhance your presence by booking advertising space!

The **2007 Meeting, Destination & Sports Guide** is in production! This guide is the **PRIMARY** marketing publication for professional meeting planners, and features an **ALL NEW SPORTS FACILITIES SECTION!** The comprehensive guide includes editorial and advertising highlighting our numerous facilities, services and attractions – and includes a full CVB membership listing!

ADVERTISING AND MATERIAL DEADLINES

Final deadline for ad placement – **June 4, 2007**

Final deadline for ad materials – **June 4, 2007**

Production begins – **June 8, 2007**

Distribution begins – **June 30, 2007**

For questions and information, or to reserve your space, contact Kathy Ryan (508) 755-7400, ext. 225; Fax (508) 754-2703; E-mail convention@worchester.org

❖ Upcoming & Ongoing Marketing Opportunities ❖

“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 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.

Group Tour Magazine

Don’t miss out on advertising in the next Group Tour Magazine. With the CMCVB discount, cost is only \$527!!! Act now. Contact Jeannie Hebert at jhebert@worchester.org or 508-755-7400 x222.

Boston Spirit Magazine

This is a glossy, classy publication, beautifully crafted, with amazing full color photography and pertinent editorials that reaches out to the Gay and Lesbian community throughout Massachusetts. These are mostly upscale individuals with disposable income that enjoy the finer things in life. Subscribership is growing by leaps and bounds, and it is also distributed through upper level hotels such as the Westin Copley Plaza, fine dining restaurants, and through prestigious well attended events. It will be featured and distributed at the upcoming Governor’s Conference on Travel and Tourism where their publisher is a featured speaker. To advertise through our co-op is **only \$375.00 per bi-monthly issue (that’s only \$187.50 per month!)** and you can pick and choose issues. It is a perfect match for you. Check out www.bostonspiritmagazine.com for a sampling. Contact Jeannie at jhebert@worchester.org or 508 755 7400X222 for more info or to reserve space.

Worcester (Quarterly) Living 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 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.

Promote your festival or event to the world by adding your event information on the redesigned [usamass.com](http://www.usamass.com)

This opportunity is free for all Massachusetts based properties, and there is no limit to the number of festivals or events you add! Categories include: festivals, sports, performing arts, exhibitions & shows, and cultural events. Log on now to start adding your information: <http://www.usamass.com/events>

❖ Congratulations to these new members ❖

The Central Massachusetts Convention & Visitors Bureau would like to welcome these new members:

Worcester

Malofsky & Schwartz, LLP
34 Mechanic St.
Worcester, MA. 01608
508-791-1300
www.malofsky-schwartz.com

Commerce Bank & Trust Company
386 Main St.
Worcester, MA. 01615
508-797-6870
www.bankatcommerce.com

RI

The Stadium Theatre
28 Monument Square
Woonsocket, RI. 02895
(401) 356-4472
www.stadiumtheatre.com

SATA

Express Yourself Gifts & Baskets
245 Main St.
Oxford, MA. 01540
508-839-1500
www.shayenterprises.com

❖ Membership Department Update ❖

Hospitality Host Meeting - In case you missed May meeting, the commercial spotlight presentations Al DiGregorio of **Safety Smart Gear** and Laura Taylor of **Olde Home Day**.

There will be no meeting in June. Please join us at the Lobster Bake at Wachusett Village Inn, June 26th!!!

Stories Needed!!! FREE PR OPPORTUNITY

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. Put your story in front of 9 million people! Send your stories to Julie Orcutt at jorcutt@worchester.org or fax at 508-754-2703.

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 at jorcutt@worchester.org or call 508-755-7400 x224 to sign up today.

❖ Convention Department News ❖

Business Grows in Central MA – that was the theme during National Tourism Week. The convention sales department celebrated with a direct mailing to event organizers and meeting planners. A package of flower seeds was enclosed in each envelope. Corny? Not at all...we want to plant the seed **that we want their business** and at the same time continue our efforts to promote and support "green" business practices.

This is how the CVB brings its members together... 2 exciting events are currently underway that will promote a collaborative effort between Central MA hoteliers and our regional cultural organizations and attractions. The goal...*to develop cultural packages to enhance the visitor experience!* The first event is scheduled for Tuesday, June 12 at 11:00 a.m. prior to the Worcester Sales Task Force Meeting at the DCU Center, and the second event is scheduled for Thursday, June 28 at 10:00 a.m. prior to the Hotel Association Meeting at the Sturbridge Host Hotel. If you want more information on how to produce these packages, be sure to attend the Worcester Sales Task Force or Hotel Association Meeting. Call Kathy Ryan @ 508-755-7400 x225.

Everyone is excited about the **2007 Meeting, Destination and Sports Guide** and advertising sales have been brisk. For the **1st time** the guide will incorporate a sports and recreation section featuring related facilities and agencies. Also for the first time the guide will be available for download on the CVB website which receives over 9 million hits each year! The guide has a **shelf life of 2 years** and is **distributed to thousands of event planners** each year. You can't beat that ROI! **There is still time to place your ad – the final deadline is FIRST WEEK OF JUNE** and we're excited that distribution will begin soon after June 30th.

Selling meetings, conventions and events is the primary objective of the convention sales department. **We want results!** So, with that in mind, the entire Hotel Association was invited to participate in a **Boston Sales Mission**. To date, 10 members have made the commitment to participate. The sales mission is scheduled for Friday, June 22 at The Top Of The Hub in Boston. Numerous meeting planners will be invited to join us for lunch. After we fill them up with an excellent meal, and they're unable to run away, we will proudly display our newest sales presentation and make them an offer they can't refuse! **We hope you'll join us!**

Attention Hotel Association - If you missed the last Hotel Association Meeting, allow me to rub it in! Wachusett Apple Chicken with Maple Cream and an outstanding chocolate on chocolate dessert – excellent food and outstanding service. Thanks to Peter Vynne and Laura Hume for inviting the CMHA and for the great experience. At the meeting, I was thrilled to announce that Shawn Whiston, Associate Director of Sales for the Doubletree-Westborough, is the new Hotel Association Chairperson. Shawn replaces our friend Bill Brown, former GM for the Hampton Inn-Worcester. Although we hated to see Bill leave, we want to welcome Shawn. He has already been a tremendous help planning the monthly meeting. We value Shawn's participation – he's a great guy and has excellent ideas. He'll be a tremendous benefit to the CMHA.

What have we done during the last few weeks? The convention sales department booked several events that will contribute more than \$240,000 in economic impact to the Central MA region.

For more information on Convention Sales Department events contact Kathy Ryan (508) 755-7400, ext. 225; Fax (508) 754-2703; Email convention@worcester.org

The folks at WPI have asked us to update our members with the following information. We welcome updates and comments from other area colleges, and we'll be happy to pass the information on to our members.

WPI - Summer 2007 conference season runs from May 25 - August 1.

WPI is able to offer traditional style residence hall rooms to groups who are in need of accommodations. Not air conditioned, but may be a good fit for groups working with a limited budget. Costs for the 2007 summer conference season are:

- o Double rooms at the cost of \$54 per night (\$27 per participant).
- o Single rooms at the cost of \$48 per night.

Rooms include linens (sheets, towels, pillow, blanket). Please be aware that we require no less than 2 weeks notice for incoming groups. If you have interested folks, they can be referred directly to me. Contact: Kristin A. Murphy M.Ed., Assistant Director (Office of Residential Services): 508-831-5175 (phone), kconti@wpi.edu.

❖ Group Tour Department ❖

Spiritual Massachusetts – June 10-13th

The CVB has feverishly been working on putting together the upcoming spiritual FAM (Familiarization) Tour

On this tour, journalists will be given the chance to have their spirits revived and get their creative juices flowing. They will sample some of Massachusetts' peaceful retreats and areas of interest that connect the body, mind and spirit. From art, culture and healthful food options to spiritual retreats and destination spas, each of these locations is intended to inspire our guests and show them a new side Massachusetts (and perhaps even themselves!)

❖ National Tourism Week Update ❖

For 9 days, May 12-20, 2007, destinations and businesses around the United States, came together to salute the 24th annual National Tourism Week. The Central Massachusetts Convention & Visitors Bureau:

1. **Direct Mail Campaign:** "Tourism Blooms in Central Massachusetts" targeted at:
 - a. Convention & Meeting Planners
 - b. Group Tour Leads
 - c. Legislators
 - d. Potential MembersEach was accompanied by a package of seeds!
2. The CVB took part in **Massachusetts State Park Clean-Up Day**, where CVB employees cleaned up local State parks!
3. **Volunteer Recognition** – the CVB recognized their volunteers for all of their hard work and support throughout the year.
4. **Spotlighted Tourism** at our CVB Golf Tournament, on Channel 3, and also on our website!

❖ CVB Assists in Foley Stadium Press Conference ❖

On May 22nd, it was announced that Commerce Bank & Trust Company donated \$1 million toward the renovation of Foley Stadium, and with the help of the Central Massachusetts Convention & Visitors Bureau, there were over 300 people in attendance for their press conference, including all the local media, making the front page cover in the Telegram & Gazette the following morning!

Now in its 41st year, Foley Stadium, which hosts hundreds of school sporting events annually has begun to deteriorate as a result of the "wear and tear" on the field's playing surfaces. Hoping to restore the aging facility to a state-of-the-art athletic complex for the students of the Worcester Public Schools, an aggressive fundraising campaign was initiated. For more information visit www.huddleupforfoley.com.

❖ CVB Committee Meetings ❖

- Worcester Sales Task Force: Tuesday, June 12th, 1pm at the DCU Center, Worcester
- Group Tour Committee: Tuesday, June 19th, 11 Am at the CMCVB office 30 Elm Street Worcester
- Hotel Association Committee: Thursday, June 28th, 12 noon at Sturbridge Host Hotel

CVB Marketing Committee Meeting overview:

The Marketing Committee met at the Crowne Plaza on May 17th, and discussed the upcoming marketing opportunities:

- **Website** – now that the branding is done, the CVB has hired Troy Thompson from Daedal Creations/Social Web to do a complete website redesign
- **Publications** –
 - Meredith Media – Better Homes & Gardens
 - Boston Magazine – (Central Mass Section) - with 2000 reprints
 - FAB 5 Coupon – CVB participated
 - PrePrint – leads are coming in right now. We subsidized approx. \$4000 for this publication
 - Boston Spirit Magazine – currently have Beechwood, SATA, Celtic Festival, PetRock, and LaMirage
- **Group Tour One-Sheet** – Discussed the group tour one-sheet that we use
 - Going to simplify it, use language: "so much to see" & "We are a destination", collage of photos, colorful!!!
- **Summer Campaign** – Continuing with the "More fun per gallon" campaign
- **Website Billboards** – CVB looking to do website billboards on NYTimes.com, BostonGlobe.com, and T&G
- **Central MA Magazine** – new magazine, was huge for Davis' Farmland, maybe do a co-op in it.
- **Packages** – CVB is in need of packages with hotels and attractions. Looking to hold a meeting about this June 28th at Sturbridge Host Hotel.
- **Cultural Pass** – CVB is working with Worcester Cultural Coalition & Colleges of Worcester Consortium on a cultural pass to be handed out to all of the Worcester colleges.
- **Meeting, Sports & Destination Guide** – CVB is creating a new guide to include sporting venues
- **CVB Annual Meeting** – in September, will debut new branding
- **New Cultural Brochure** – the CVB is creating and designing a brand new Premier Cultural Brochure through funding from the Massachusetts Cultural Council. For only \$25 cultural & heritage members were able to have a listing and photo. This piece also includes a map of the Central Mass region and contact information for all of the regional tourist agencies and will have a shelf-life of at least 2 years!

❖ June Festivals & Annual Events ❖

Albanian Festival 2007 – June 1st – 3rd

Friday, June 1st : 6pm - 11pm, Saturday, June 2nd: 11am - 11pm, Sunday, June 3rd: 12pm - 8pm

It's that time again...the Albanian festival is upon us. As a celebration of Albanian culture and tradition, St. Mary's Albanian Orthodox Church in Worcester, MA, is hosting the biggest Albanian festival in the country, and we want you to join us. So come out to enjoy some Albanian food, music, and dance. It is certain to be a great time. <http://stmarysalbanianchurch.org/Festival2007/> St Mary's Assumption Albanian Orthodox Church, 535 Salisbury Street, Worcester, MA 01609, Phone: (508) 756-1690.

11th Annual Blackstone River Canoe & Kayak Race – June 2nd

Register now for our flat water 10 mile and our recreational 4.2 mile race. Registration is \$20 and starts at 8:00 a.m. at River Island Park in downtown Woonsocket. There will be a shuttle available to get you back to River Island Park at the end of the race. Registration forms can be down loaded at www.blackstoneriver.org.

40th Annual Grafton Antique Show and Sale - June 16, 2007 (Rain or Shine)

The 40th annual Grafton Antique Show will be held on the Grafton Common, located on Route 140 in Grafton Center, Grafton, MA on June 16th. This year's show features 50 exhibitors, morning and lunch refreshments will be available. The rain location will be the North Street Middle School; which is located off the Common. Admission is \$5; coupons are available at the museum reducing admission to \$4.50. For more information, please call 508-839-3500

Taste of Shrewsbury Street – June 19th

Jazz at Sunset 2007

- **June 22 - Jazz at Sunset Series presents: Roomful of Blues** - You won't be sitting down for this foot-tapping, chart-topping party band of blues masters. Come early and enjoy a bit of sax "heart of soul" before the show with local favorite Deric Dyer. At the EcoTarium, for tickets call 508-929-2703 or visit www.ecotarium.org.

- **June 29 - Jazz at Sunset Series presents: The Dick Odgren Quartet and Brenda Padula** – Catch Worcester's own legendary pianist, along with his band and vocalist Brenda Padula. For tickets call 508-929-2703 or visit www.ecotarium.org.

48th Annual Fitchburg Longsjo Classic – June 27th – July 1st

The Fitchburg Longsjo Classic begins with opening day festivities on June 27th and racing competition from June 28th through July 1st, in four exciting venues. Since its inception in 1960, the race has been renamed to the Fitchburg-Longsjo Classic. In the early 1990s, it was expanded to a four-day stage race, with one of the stages ending atop Longsjo's training destination of Wachusett Mountain. It has attracted innumerable international-caliber cyclists. Among some of the notables who have attended are Tour de France winners Greg LeMond and Lance Armstrong, Eric and Beth Heiden, Rebecca Twigg, Connie Carpenter and Davis Phinney, Kathy Watt, numerous Olympic teams, and many other world-class athletes. Terry Longsjo still attends the race each year. www.longsjo.com

Mark your calendars for:

* New England Summer Nationals - July 4th -8th www.summernationals.com

Request for Fourth of July Events!

If you have any public events for the Fourth of July for example parades, concerts, fireworks, and Old Home week gatherings, etc. please contact Mary Howe at mary@visitnewengland.com. Mary's the editor of the travel website www.VisitNewEngland.com. They have been operating an online travel guide to New England for 11 years and have a good reputation in the tourism industry! If your events apply they will list them on their calendar of events on www.visitnewengland.com. They would like to highlight unique events at the top of the listings.

Deadline is today: June 1st! Please copy your events to the CVB as well!

❖ Events for the month of June ❖

The month of June is bustling with activities...don't miss out!!! Check out their websites for more information.

- June **THE RED MAPLE INN presents: FILM SCHOOL.** (Beginning Wednesdays in June, 6:30pm.) DINNER & CLASSIC FILMS in our private screening room \$25/pp + tax & service. Call or Visit our website www.theredmapleinn.com for schedule and details.
- June **The Worcester Tornadoes are back** and looking for fan support. This month, catch a home game: 22, 28-31. Visit them online for news, photos and much more. www.worcestertornadoes.com
- June **The New England Surge** have several more games left. Don't miss them: 2, 16, 23! Visit them online for more information, photos and more. www.newenglandsurge.com.
- 2 **Tower Hill Botanic Garden present: Plant Sale.** Annuals, herbs, perennials, trees, shrubs, vines, grasses, vegetables, garden accessories, carry award winners, tools, gardening books, containers, and much more. www.towerhillbg.org
- 2 **DCU Center presents: Bill Gaither Homecoming Tour.** An inspirational evening of music and praise when Bill Gaither & Homecoming Friends bring the "Give It Away Tour 2007". www.dcucenter.com
- 2-9 **Blissful Meadows Presents: 2007 American Express™ Women's Golf Week.** Enrich Your Life Through Golf! In conjunction with the 2007 American Express Women's Golf Week, Blissful Meadows Golf Club will be offering a special "Women's Golf Week" playing rate for women aged 14 and up. Monday - Friday, Anytime / Saturday & Sunday after 1PM (18 Holes with Car.....\$41.00) <http://www.blissfulmeadows.com/bmqcie/womensgolfweek.htm>
- 3 **Wachusett Village Inn & Aubuchon Hardware present: Music for Life June Jam.** A concert benefiting the American Cancer Society Gardner-area Relay for Life. Gates open at 11:30, music begins at noon and will last until 6:30 PM or so. Ticket price includes FREE Drawings for Sox, Pats, Bruins, Celtics & Sharks tickets during the concert! www.HardwareStore.com
- 3 **OSV presents: Sundays in the Garden:** Each Sunday in June provides new information and insight into flower and vegetable growing. Today, the focus is on seed saving (at Freeman Farm). www.osv.org

- 3 **Worcester Art Museum presents:** Stories Around the World : Visit Ancient Greece. Join us at the Worcester Art Museum for this all-new program for kids! Come listen to a fantastic story read in the galleries. Each month takes you to a different part of the world... and the Museum. www.worcesterart.org
- 3 **Willard House and Clock Museum presents: Colonial Trades Fair.** The entire family will enjoy a FREE afternoon of discovery and hands-on activities at the Sixth Annual Colonial Trades Fair. Costumed interpreters will demonstrate early American trades, including blacksmithing, spinning, weaving, basket making, coopering and clock making. www.willardhouse.org
- 7 **Allure, a Galleria of Fine Art presents: "Distinction"**, a multi-artist art show. Features an eclectic mix of paintings; styles ranging from Romantic Renaissance and New England landscapes to abstract oils on wood. The exhibition and reception are free and open to the public. www.allureartgallery.com
- 10 **Broad Meadow Brook presents: Intro to Geology at Purgatory Chasm.** Join us at the geologic wonder known as Purgatory Chasm for an introduction to geology and to learn about rock types and formations. This will be followed by an exploration of this unique landmark. For information or to register, call 508.753.6087. www.massaudubon.org
- 10 **Friendly Fire Paintball Field presents: Customer Appreciation Day.** Come to Friendly Fire for a day of paintballing excitement, prizes and raffles. Delta Force will be protecting our own team pilot. Capture the pilot and win! Don't miss the fun! Bring a group of five or more and earn a Friendly Fire Tee. www.friendlyfire-paintball.com
- 10&17 **OSV presents: Sundays in the Garden:** Transferring plants from the Cold Frame to the Hot Frame (at the Parsonage). And Traditional Kitchen Gardens of the 19th century (at the Parsonage) www.osv.org
- 16 **"Lou Borelli Big Band"** will be playing for the third annual Paxton Festival at the Paxton Town Common, 12 noon - 2 PM. This is a very family friendly event and it's FREE. www.BorelliMusic.com
- 17 **OSV presents: Father's Day at OSV:** Have fun with Dad at Old Sturbridge Village on his special day! Special discounted admission for all dads! Join a fathers-and-kids (perhaps against the moms!) 1830s Base Ball game, or a fathers and kids game of French and English (tug of war). www.osv.org
- 17 **Salem Cross Inn presents: 1700's Drover's Roast.** The heck with grilling in the backyard...bring Dad to the biggest cookout ever! Prime ribs of beef roasted over an open fieldstone pit. Festivities begin at 2:00 p.m. and feasting begins at 3:30 p.m. Seating is limited, call 508-867-2345 or visit www.salemcrossinn.com.
- 17 **Broad Meadow Brook presents: Father's Day Canoe at Flint Pond.** Make Father's Day a special outdoor event as you traverse Flint Pond by canoe. Canoes and paddles provided. Pre-registration is required for most programs. For info or to register, call 508.753.6087. www.massaudubon.org
- 21 **Friends of Worcester Neighborhoods, Charter Communications and Viva Bene Present: 2007 Summer Fest-** Commercial Street in front of Viva Bene, Worcester, MA. This concert/block party features music, food/drinks, auction and more. For more information/tickets call Nancy Petty at 508-798-9767.
- 21 **Southwick's Zoo presents: Benefit Earth Bash** - This is a fundraising event in support of Earth Ltd. A fun evening is planned, with lots of great food, music and activities. For tickets call 1-800-258-9182 ext 208 or visit www.southwickszoo.com.
- 24 **Friendly Fire Paint Field presents: Three Man Tournament (Pre-registration Required).** For the 2007 season, there will be a NOVICE and a ROOKIE Division for the three man tournament series. www.friendlyfire-paintball.com:
- 24 **OSV presents: Sundays in the Garden:** Getting Ready for Summer (at the Paul Rogers Herb Garden). www.osv.org
- 25 **Borelli Music presents: "Wachusett Community Band"**. Playing a FREE concert at the Sterling Band Stand in Sterling, MA. The band stand is behind the fire station on route 12. Bring a lawn chair and bring the kids!
- 27&29 **Broad Meadow Brook presents: Neighborhood Nature at Elm Park.** Includes activities, crafts, stories, and nature walks. These programs are designed so that participants can drop in and learn some fun hands-on animal or plant facts while taking a break from the playground. For all ages. Fee: FREE. For info or to register, call 508.753.6087. www.massaudubon.org
- 27-Aug 8th **Blissful Meadows presents: Ladies 6-Week Golf Clinic** - Receive 7.5 hours of instruction from our PGA Golf Professional, Matt Griffith. The five weekly one hour sessions will be on the range and practice green with a final session ending with a 9 hole scramble tournament with the Golf Professional. <http://www.blissfulmeadows.com/>
- 1-Sept **Worcester Windows** exhibit will run from **June 1st** through **September 7th, 2007** and will feature the following artists and arts organizations: Independent Artist Group, ARTSWorcester, Worcester Historical Museum, Worcester Center for Crafts, Worcester Artist Group, Worcester Arts Alliance, Worcester County Poetry Association, Industrial Sonic Echo, Broad Meadow Brook Wildlife Sanctuary, EcoTarium. (*Worcester Windows is a community gallery program that uses storefronts throughout downtown Worcester as exhibit space to enhance the city's downtown and to provide display opportunities for local emerging and established artists.*)

❖ **Subscribe** ❖

Received this via a FWD? Get the Central Massachusetts Convention & Visitors Bureau's newsletter right at your address. Email izomar@worchester.org to receive your free copy today!



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www.centralmass.org