

Happy 4th of July

Look for July Festival & Firework Information
Inside this Newsletter!



CENTRAL MASSACHUSETTS
CONVENTION & VISITORS BUREAU

July



Lobster Bake

Special Thanks to Wachusett Village Inn for hosting our 6th Annual Lobster Bake,
and to Wachusett Brewing Co for donating the beer.

Thank you to all of those who attended! Thank you to Shawn Thwaites, our steel drummer!

We'd also like to especially thank our Sponsors:

Platinum Sponsor:



ARMY STRONG.SM

Gold Dinner Sponsor:



WORCESTER

❖ MTA Grant ❖

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

❖ Upcoming & Ongoing Marketing Opportunities ❖

YankeeMagazine.com presents a new sweepstakes program: The Great Yankee Giveaway

The Great Yankee Giveaway is a weekly online sweepstakes giving away a new prize each week on YankeeMagazine.com. A quick way to attract new customers, keep your company top of mind, and drive traffic to your Web site. The Great Yankee Giveaway will be promoted throughout the year in *Yankee Magazine*, on YankeeMagazine.com's homepage, and in email blasts. We have 2 spots left for July. Please contact Jeannie Hebert at jhebert@worchester.org or call 508-755-7400 x222. (View attachment for more information)

"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. Contact Jeannie Hebert at jhebert@worchester.org or call 508-755-7400 x222.

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. Contact Jeannie Hebert at jhebert@worchester.org or call 508-755-7400 x222.

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. Our quarterly full page co-op sent directly to 15,000 group tour leaders and planners was just put to bed for the Fall issue. Remember, use this deadline as your "tickler" to send us 50 copies of your group tour itineraries and flyers for the upcoming season on an 8 1/2 X 11 sheet, three hole punched sheet, so we can forward to Group Tour leaders and planners. This is free of charge to you!!! Contact Jeannie Hebert at jhebert@worchester.org or 508-755-7400 x222.

Boston Spirit Magazine

More than 400 people turned out for the 2nd Annual **Boston Spirit** Sunset Cruise on Wednesday, June 20th. The event, which SOLD OUT (nearly 500 tickets sold) raised approximately \$13,000 for Fenway Community Health and proved, once again, that **Boston Spirit** is THE place to reach the gay and lesbian community in Greater Boston.

You can take advantage of this momentum and market to the Gay and lesbian community through our full page co-operative in this bi monthly publication. **(Distribution is 25,000 plus!)** These are mostly upscale individuals with disposable income that enjoy the finer things in life. There are two spots left. For only \$325.00 you can market and promote your business, property or attraction to this lucrative market through this prestigious publication. Contact Jeannie at jhebert@worchester.org for more information and deadlines.

Worcester (Quarterly) Living Magazine

Worcester Living, previously Worcester Quarterly Magazine was expanded to a bi-monthly publication. This magazine is distributed to affluent households within Central Massachusetts, and is fully funded by the CMCVB. Be sure to send your information to us for inclusion in the next issue, we try to accommodate as many members as we can, but of course, it's first come... Contact Jeannie Hebert at jhebert@worchester.org or call 508-755-7400 x222.

WBZ News Radio 1030 summer campaign

\$2100 for a week's worth of :30's 16 spots with added bonus of 20 :30's streaming on WBZ.com (\$1,000 value!), a full month's listing on CBS.com AND interview to broadcast NE Weekends-weekend of your choice. Hurry space is limited and must be booked before September 30th. Please contact Jeannie Hebert at jhebert@worchester.org or 508 755-7400 x222.

Other 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 on [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>

Promote your festival or event on www.socialweb.net

This opportunity is **FREE** to all properties! With numerous category options, and an unlimited number to the amount of events you add, you have endless opportunity to market your events to a vast number of potential visitors both within and outside of our region. Log on now to start adding your information: www.socialweb.net. Don't forget, all Central Massachusetts Convention & Visitors Bureau members also have the opportunity to have those same events added to our websites www.centralmass.org and www.worcester.org. Don't miss out.

❖ Recent CMCVB Advertising Opportunities & Events ❖

Boston Multilingual Guide—Many of you missed out on this fabulous publication. 350,000 copies distributed to the international traveler where they embark, commute, learn, stay and play. Translated into 8 languages! Contact Jeannie Hebert to reserve your space in the Fall publication jhebert@worchester.org or 508-755-7400 x222.

Worcester Magazine – College Guide—Sold Out! Next Guide the **Annual Manual**. This is a keeper! Don't miss out on this opportunity. If you are interested, contact Jeannie at jhebert@worchester.org right away. Don't let it slip by again!

Taste of Shrewsbury Street-Tuesday, June 19th was another great night to eat your way down Restaurant Row! A crowd of over 3,000 "foodies" enjoyed the ethnic delights of the night.

Jazz at Sunset- June 22nd through July 27th. If it's Friday, it must be Jazz at Sunset now in its 17th year. Enjoy the sensational sights and sounds in a unique outdoor setting, on Sundial Plaza, at the EcoTarium, 222 Harrington Way, Worcester. Rain or Shine. The skies opened up for the opener with saxophonist Deric Dyer and his all star band getting the room moving and warmed up for Roomful of Blues. What a great evening with a sell out crowd. (even under the big top!) A double rainbow proved it to be a perfect night! If you'd like to be a part of the fun, contact Jeannie Hebert at jhebert@worchester.org to market and promote your property at this fabulous event!

"Discover Central Massachusetts" a five page spread in the July issue of **Boston Magazine** focusing on Central Massachusetts properties and attractions. Be sure to pick up a copy. Reaches over 900,000 travel savvy readers. Be sure to reserve your space in the 2008 issue. Contact Jeannie Hebert for more information: jhebert@worchester.org or 508-755-7400 x222.

"Central Massachusetts Cultural & Heritage Brochure": The CMCVB recently sent this brand new PREMIER PIECE to the printers through the help of a grant from the Massachusetts Cultural Council. For only \$25 the CMCVB's cultural and heritage members throughout the Central Massachusetts region and beyond were able to participate! There will be 10,000 copies printed and distributed to potential visitors and groups! Contact Julie Zomar for more information at jzomar@worchester.org or 508-755-7400 x227.

Central Massachusetts & Worcester County Visitors Guide: The Official 2007-08 Fall/Winter Visitors Guide is right on schedule for release on September 1st. With distribution of over 170,000, if you didn't advertise in this issue, you will definitely want to be the first to reserve your spot in the next issue. Be sure to pick up your copy when it hits the stands! For more information contact Julie Orcutt at jorcutt@worchester.org or 508-755-7400 x224.

❖ Welcome new members ❖

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

Worcester Bancroft Commons 50 Franklin St. Worcester, MA. 01608 508-753-1612 2H www.bancroftcommons.com	Worcester Bancroft School 110 Shore Drive Worcester, MA. 01605 508-853-2640 0H www.bancroftschoool.org	Connecticut Mohegan Sun 1 Mohegan Sun Blvd. Uncasville, CT. 06382 860-862-8195 1H www.mohegansun.com
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❖ Membership Department Update ❖

Hospitality Host Meeting - Next Meeting **July 25th** at the Crowne Plaza **8am**, come network and promote your Summer Events! Please **RSVP** to Julie Orcutt – jorcutt@worchester.org. Interested in promoting your business and or special events at the Hospitality Host Meeting??? **Limited to 2 spots per meeting** – Reserve Your Spot Now!!

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 Zomar at jzomar@worchester.org or fax at 508-754-2703.

Expose Your Business and Special Events to over 450 business all over Central MA!!!!

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 ❖

Upcoming Events

The Convention Sales Department is assisting with plans for two events that will bring nearly \$2 million in economic impact to the Central MA region!

Senior League Eastern Regional Softball Tournament

July 27 – August 2, 2007 – Worcester

Games played at Rockwood Field (near Worcester State College)

Most participating hotels in downtown Worcester

Marshall Street Disc Golf Championship

August 18-19, 2007 - Leicester

Pyramids and Maple Hill Disc Golf Courses

Most participating hotels in Worcester and west of Worcester

Please be sure to save the dates for these events! We are expecting numerous visitors throughout the region, and we hope that you will pull out all the stops and welcome them properly by using your signage, etc. In an effort to attract these visitors to your business, please let us know if you want to offer a discount coupon or special purchase. Contact Julie Zomar (508) 755-7400, ext. 227 or e-mail jzomar@worchester.org.

2007 Boston Sales Mission

The convention sales department was joined by ten of our member facilities and numerous meeting planners on Friday, June 22nd at The Top of the Hub Restaurant in Boston. The event was a tremendous success and business was brisk. A number of meeting planners are requesting space for events that range from small weekly meetings to a large convention!

Are you a member of an association? If so, why not book your association meetings in Central MA? *For more information on Convention Sales Department events contact Kathy Ryan (508) 755-7400, ext. 225; Fax (508) 754-2703; Email convention@worchester.org.*

❖ Group Tour Department ❖

Central MA. Spiritual FAM Tour 2007

The Central Massachusetts CVB in partnership with the Mass Office of Travel and Tourism helped to organize a Spiritual FAM within the Central MA. Region. The group of travel writers were from, Travel Editor, Gayot.com, Self Magazine, EDGE, and Freelance Travel Journalist. The group had a full-day of spiritual activities ranging from stress reducing sessions, meditation for spiritual refuge and transformation, A Breathing, Heart Coherence, Meditation, De-Hypnosis Stress Relief Experience, Fire Walks/Glass Walk and Energetic power of word, Mini Tarot/Intuitive Readings and an introduction about Reiki, Energy Work, Flower Essences, and Aromatherapy with hands-on demonstrations. They visited the following locations:

We'd like to "Thank" all the hosts for creating such a fantastic Spiritual FAM Tour!

FireWalk
Fire Walks/Glass Walk and Energetic power of word
Dennis A. McCurdy CIC, CFP
P: 508-347-9343

Earth Spirits
407 Main Street (Rt. 20)
Sturbridge, MA 01566
4H www.EarthSpirits-Herbals.com

Sturbridge Host Hotel & Conference Center
366 Main Street
Sturbridge, MA 01566
P: 508.347.7393
www.sturbridgehosthotel.com

Vienna Restaurant & Historic Inn
14 South Street
Southbridge, MA 01550
www.thevienna.com

Maharishi Vedic Health Center
679 George Hill Road
Lancaster, MA 01523
3H www.lancasterhealth.org

Insight Meditation Society
1230 Pleasant St
Barre, MA 01005

Wachusett Village Inn
9 Village Inn Road
Westminster, Massachusetts 01473
www.wachusettvillageinn.com

Quantum Wellness Center
Mary Morrin
626 Main St.
Bolton, MA. 01740
www.HolisticNetwork.org/QWC

Power Packaging - Central MA hoteliers and regional cultural organizations and attractions are working together to develop cultural packages. We hope that these meetings will provide excellent options for visitors and convention attendees.

- The first meeting was held on Tuesday, June 12 between the Worcester Sales Task Force and Promoting Arts & Culture and it was a tremendous success.
- The second meeting will be held on Thursday, June 28, 10:00 a.m. – 12:00 noon at the Sturbridge Host Hotel.

If you would like to attend the June 28th meeting, please RSVP to Kathy Ryan (508) 755-7400, ext. 225 or e-mail convention@worchester.org.

Massachusetts Lodging Association Regional Meeting – Scheduled for Tuesday, July 17, 2007 will be held at the Beechwood Hotel, 363 Plantation Street, Worcester. There will be a luncheon and workshops from 12:00 noon – 4:30 p.m. as well as a reception from 4:45 – 6:00 p.m. Scheduled workshops are:

- *Greening Your Hotel: Why It's Important and How to Do It*, Dan Ruben
- *Boston Green Tourism; Marketing Trends*, Gary Leopold – ISM Boston
- *What is Your Property Worth?*, John Siska - O'Connell Hospitality Group
- *Employment Resources: Recruiting, Staffing & Workforce Development in Central MA*, Deborah Andrews – MLA Foundation and Dr. Stephen R. Willand, Director, Central MA Employment Board

Cost to attend is \$50 for a single registration and \$45 for 2 or more. Register to attend on www.masslodging.com/events or call (617) 720-1776.

❖ CVB Committee Meetings ❖

- Worcester Sales Task Force: Tuesday, July 10th, 1pm at the DCU Center, Worcester
- Hospitality Host Committee Meeting: Wednesday, July 25th, 8am at the Crowne Plaza, Worcester
- Hotel Association Committee: Thursday, July 26th, 12noon
- Group Tour Committee: Tuesday, August 21st, 11am at the CMCVB office 30 Elm Street, Worcester

❖ Independence Day Festivities ❖

City of Worcester's Independence Day Celebration – July 3rd

The City of Worcester's Annual Independence Day celebration will be held at Christoforo Columbo Park (East Park) on Shrewsbury Street from 6:00pm-10:00 pm. Enjoy a variety of hands-on children's activities and games in the tennis court area. Followed by Bank of America's Summer Concert Series featuring the Massachusetts Symphony Orchestra, leading up to a spectacular fireworks display. culture@ci.worcester.ma.us

Old Sturbridge Village Presents: Independence Day Celebration – July 4th

This Fourth-of-July, step back to a time when America was new, and veterans of the fight for freedom still lived. Visit www.osv.org. Come join our celebration and experience:

- Mustering and drilling with the Sturbridge Militia (join in and learn to march).
- Marching with Village citizens through the Village during an Independence Day Parade
- Listening to a rousing reading of the Declaration of Independence on the Common complete with muskets and Meetinghouse bells
- Hearing patriotic fife and drum music

Shrewsbury Presents: 4th of July Annual Celebration – July 4th

DJ Music by Crystal Entertainment, games, inflatable amusements, food booths: (Hamburgers, hotdogs, sausage sandwiches, and snack foods). Decorated doll carriage and bike parade at 12:30 pm. FREE- Some events cost money. \$8.00 for wrist band for inflatable amusements. (Dean Park, Main St., Shrewsbury, MA 01545) E-mail: asnell@th.ci.shrewsbury.ma.us for more information.

Fitchburg Presents: 4th of July Annual Celebration – July 4th

- 10 am. Fourth of July Parade on Main Street, Fitchburg, starting at the Bernardian Bowl on Summer Street. Floats, bands, antique cars, fire engines. Celebrate the Fourth in style! Bring a lawn chair and stake out a piece of sidewalk along Main Street to enjoy this traditional parade.
- 6 pm. Youth at the Pops Concert at the Bernardian Bowl on Summer Street, Fitchburg. The Thayer Orchestra celebrates the Fourth of July in grand style. Fireworks follow the concert, at about 9 pm. www.appleseed.org

Celebration at Tanglewood: The New Cars – July 4th

Koussevitzky Music Shed, Lenox, Massachusetts (\$21.00 - \$66.00). The New Cars - comprising original members of the successful and influential new wave band The Cars - will perform at 7 p.m. on Wednesday, July 4, at Tanglewood, the summer home of the Boston Symphony Orchestra in Lenox, Massachusetts. Fireworks to follow the concert.

❖ July Festivals & Annual Events ❖

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

The Fitchburg Longsjø Classic begins with opening day festivities on June 27th and racing competition from June 28th through July 1st, in four exciting venues. 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 Longsjø still attends the race each year. www.longsjø.com

Jazz at Sunset 2007

Start your weekend right with sensational music in a unique outdoor setting at the EcoTarium. Kick back, dance, explore the museum and grounds, and enjoy nationally acclaimed performers and local legends. While you are there, find out what's happening in Central Massachusetts with tourism displays each week. For more information about each event, and tickets call 508-929-2703 or visit www.ecotarium.org.

July 6 – The Compaq big Band

July 13 – Nathan Williams and the Zydeco Cha Cha's

July 20 – Larry Harlow's Latin Jazz Encounter

July 27 – Karrin Allyson

Massachusetts Symphony Orchestra – FREE Open-air Summer Concert Series

The Massachusetts Symphony Orchestra will present its 57th year of free, open-air summer concerts beginning Tuesday, July 3 at 8:00 PM at East Park (Christoforo Colombo Park) on Shrewsbury Street in Worcester. For more information check out our July events listing below or visit them on the web at: www.masymphony.org

New England Summer Nationals – July 4-8th

Be part of the Largest Auto Event on the East Coast. Street Rods, Muscle Cars, Stock and Modified Cars, Trucks, Motorcycles, Vans, Eurosports and Low riders. ENJOY Live Entertainment, Live Music, Swap Meet Area, Flame-Throwers, Bikini Contest and much more. www.summernationals.com

Brimfield Antique & Collectibles Show – July 10-15th

Brimfield, Massachusetts is the Antique and Collectibles Capital of the United States. The extravaganza represents the largest outdoor gathering of antique and collectibles dealers in the country with acres of tents showcasing the merchandise of thousands of antique and collectibles dealers. It is a series of 20 different privately owned and operated shows, located along both sides of a mile stretch of Route 20. 860-763-3760 www.brimfield.com

14th Annual Elm Park FREE Summer Concert Series – July 12th

Thursday evenings beginning July 12th through August 16th, 2007 (From 6 PM to 8:30 PM) See below for more details or visit www.parkspirit.org.

Children's Music Festival at Sweetwilliam Farm – July 14th

Music, face painting, puppets, food, and more. 153 North Street, Upton, MA. Noon – 4:00 p.m. Visit www.sweetwilliamfarm.com.

5th Annual ChiliFest at Wachusett Mountain Ski Area – July 28th

Join us for a fun day of chili, music, and contests. Sample some of the best chili around, while the International Chili Society of Cooks compete for a chance to go to the national finals. (10-4pm) 978-464-2300 www.wachusett.com

Blackstone Valley Celtic Festival at Indian Ranch – July 28th

The Blackstone Valley Celtic Festival returns for its fifth year with a terrific line up of Celtic performers. Revel in the music of Celtic performing legends. Enjoy an authentic Irish breakfast at the Celtic Nations pub with live entertainment and an entire Celtic Village of wonderful merchandise. For performers and times go to www.celticfestival.blackstonevalley.org

Mark your calendars for upcoming August Festivals & Major Events:

August 4-5 -	Redcoats to Rebels at OSV	www.osv.org
August 5 -	Nashoba River Valley Folk Festival	www.lancastercoffeehouse.com
August 12 -	Summer Sundown Celebration @ Fruitlands	www.fruitlands.org
August 18 -	Latin American Festival	www.centrolasamericas.org
August 25 -	Annual Vintage Baseball	www.wachusettchamber.com

❖ Events for the month of July ❖

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

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.)

July The Worcester Tornadoes: This month catch a home game on 1st, 3rd, 4th, 6th, 7th, 8th, 17th, 18th. Tickets are \$6.00 and up. Visit online for news, photos, and more. www.worcestertornadoes.com

- July Brookfield Cultural Council presents: Summer Concerts on the Common** July 6 - Shakin' All Over (50's) , July 13 - She's Busy (pop, folk), July 20 - Dave Pike and the Good Ol'Boys,(Classic Country), and July 27 - Dennis Brennan Trio (rock, soul, blues). Sponsored by: Brookfield Cultural Council. For more information, e-mail brookfieldculturalcouncil@yahoo.com or call 508-867-6965
- 1 Worcester Art Museum presents: Stories Around the World:** Come listen to a fantastic story read in the galleries. www.worcesterart.org
- 1-17 Asa Waters Mansion presents: Guided Tours:** (Tues, Weds, Thurs) Tour this recently restored c.1826 Mansion. Home of famous American gunsmith Asa Waters, II, this estate is open to the public mid-week for guided tours. Arrangements for tours must be made in advance by calling 508-865-0855 The Asa Waters Mansion is registered on the National and State Registers of Historic Places. For more information, e-mail watersmansion@aol.com or call 508-865-0855.
- 1-31 Udderly Deicious Presents: Open Mic Night (every Wednesday)**
You will enjoy a very cozy, friendly atmosphere of this old colonial house in the center of Oxford as we play in the upstairs sitting room and out on the wrap around deck in the good weather. Don't forget to indulge in Gary Kettle's INCREDIBLE ice cream, and the DECADENT sweets from the adjoining bakery.
- 1-31 The Prints & Potter Gallery Present: Paradox:** view the pottery of Jim and Susan Whalen, a husband and wife team who maintain a full-time studio in the mountains of Western North Carolina. www.printsandpotter.com
- 1-Aug Higgins Armory Museum presents: Summer Fun at Higgins:** Make the Higgins part of your summer vacation fun! Stop by Tuesday through Friday all summer for family-friendly activities. Daily *Live Arms and Armor* presentations at 11 am and 2 pm (see specific day for any exceptions). Hands-on activities in our Quest Gallery. Try out an Audio Tour for \$2. Tout your ancestry in our drop-in Shield Workshop for kids, \$5 each! www.higgins.org
- 3 Massachusetts Symphony Orchestra Family Concert.** A Family concert by the Massachusetts Symphony Orchestra. Includes Tchaikovsky's 1812 Overture and Sousa marches, both accompanied by fireworks. 8:00pm-10:00 pm on Shrewsbury Street. www.masymphony.org
- 4 Foxwoods presents: INXS Concert-** Music/singing performance at Foxwoods Resort and Casino. www.Foxwoods.com
- 5-14 Foothill's Theatre presents: Mr. Toad's Wild Ride.** Mr. Toad's Wild Ride by Peter Austin chronicles the adventures of the well-meaning, wealthy, yet frivolous Mr. Toad as he explores life with his new car. Wednesdays, Thursdays, Fridays, Saturdays 10:00 AM-11:30 AM www.foothillstheatre.com
- 7 New England Surge Playoff Game at the DCU Center:** New England Surge, secured the #2 playoff position in the Atlantic Division of the Continental Indoor Football League, (CIFL), and will be facing # 3 Lehigh Valley OutLawz at home! www.newenglandsurge.com
- 7-8 Tower Hill Botanic Garden present: Loving Lilies: the 48th Annual New England Lily Show.** Enjoy hundreds of lily flowers at the 48th Annual Lily Show, presented by the New England Lily Society at Tower Hill Botanic Garden. 10:00 AM-5:00 PM. www.towerhillbg.org
- 8 The Ecotarium presents: Godzilla.** Part of the EcoTarium's "Science Meets Science Fiction" summer movie series, presented in conjunction with the MassBay Film project. (80mins) 4:00 PM-6:00 PM. www.Ecotarium.org
- 8 Fiddlers' Green Pub & Restaurant presents: Irish Sessiun.** Authentic Irish Session held the 2nd & 4th Sundays of every month. Area and regional musicians come from far & wide to "jam" in this age-old Irish version of a pick-up band. 4:00pm-8:00pm.
- 8,15 EcoTarium – “Science Meets Science Fiction” Summer Movie Series** in conjunction with the MassBay Film Project. The following three films in the series will entertain all, especially space fans. These films will begin promptly at 4:00p.m. and run roughly to 6:00p.m. With only space for 103 guests, the EcoTarium will show these 1950's classics in the new Alden Digital Planetarium, so seating will be limited. The films are free with Museum admission. Admission is \$10 for adults and \$8 for seniors, college students and children ages 3- 18. www.ecotarium.org
- 22,29**
- 9-13 The Ecotarium presents: Space Mission Summer Camp.** Kids get to explore the galaxy and discover the shapes and positions of constellations along with stories that surround them. Learn how to set up a telescope, launch rockets, and much more. www.Ecotarium.org
- 12 The Ed Melikian Mid-East Jazz Ensemble / Jubilee Gardens.** Enjoy music by The Ed Melikian Mid-East Jazz Ensemble perform world music from Turkey, Armenia, Greece and the nations of the middle east, with a jazz flair and JUBILEE GARDENS, a solid ten-piece unit headed up by singer/songwriter Jubilee Connolly. 6:00 PM-8:30 PM at Elm Park, Worcester.
- 12 Salsa Storm Dance Company presents: a Night of Hot Latin Rhythms & Dancing** at Bocado. www.bocadotapasbar.com
- 13 Blissful Meadows Country Club presents: Take Your Daughter to the Course Week - FREE GOLF CLINIC.** Introduce your daughter to the game of golf. Receive free instruction from our PGA Professional, Matt Griffith. Learn the fundamentals of golf in this hour-long group clinic. 3:30 PM-4:30 PM. www.blissfulmeadows.com
- 14 RiverJam 2007 Presents Roger Ebacher & RE: Groove.** Recording artist, multi-instrumentalist, performer, and composer Roger Ebacher brings over 25 years of professional stage and studio experience to his table of musical offerings. www.discoverfitchburg.com/riverfront_park.html
- 14 Broad Meadow Brook Conservation Center presents: Preschool Story Hour: Bugs and Slugs.** If you are between the ages of 3 and 5, bring your favorite adult for a thematic hour of a story, an activity, and a naturalist-led walk. For ages 3 to 5, with adult. For more information, www.massaudubon.org
- 14 Mass Symphony presents: Massachusetts Symphony Orchestra Concert.** Concert of Disney music and other music by the Massachusetts Symphony Orchestra 7:00 PM-9:00 PM. www.masymphony.org
- 16-Aug Southwick's Zoo Presents: Wild Adventure Summer Camps:** Action packed, week-long camps with daily interactive activities, arts and crafts, snacks, and much more. For age groups and dates visit www.southwickszoo.com.
- 18 SwingDixie Jazz Band** Toe-tappin' traditional jazz and swing-bring a chair. 6:00 PM-8:00 PM. Sterling Band Stand, behind fire station, Worcester Road, Sterling, MA

- 19 **Elm Park presents: RIVERBEND Opening for...EJ Ouellette & Crazy Maggy** Riverbend is festive yet relaxing mix of music. Ej Ouellette and Crazy Maggy will entertain the audience with their energy and invention. 6:00 PM-8:30 PM at Elm Park. www.ejouellette.com www.myramac.com
- 21 **Broad Meadow Brook Conservation Center and Wildlife Sanctuary present: Dragonflies at Broad Meadow Brook.** Dragonflies and their damselfly cousins should be abundant along the powerline and brook. Come take a closer look at these high-powered eating machines! For more information, visit our website at www.massaudubon.org
- 23-27 **Friendly Fire Paintball presents: Summer Camp:** Renters - \$200 for full week. Includes rental equipment (marker, ammo pouch, goggles, air), 1000 rounds paintballs per day. (Self Equipped - \$150 for full week Includes all day air and 1000 paintballs per day) **Bonus: If you sign up for the full week you will get a free pass for full day of weekend play to be given at the end of the week. For Daily rates and other information call 508-529-7400 or visit www.friendlyfire-paintball.com.
- 25 **Mechanics Hall presents: Brown Bag Concert,** Beat Kaestli. Beat Kaestli always felt akin to popular American music Jazz and R&B. He has appeared in renowned clubs and performed with noteworthy artists. He has released two solo CD's of his including the critically acclaimed Reasons. www.mechanicshall.org
- 25 **Asa Waters Mansion presents: Garden Tea Party.** Enjoy tea, coffee, savories and sweets! The proceeds from this tea benefit the Asa Waters Mansion Volunteer Garden & Landscaping Committee. There will be a special raffle; the Mansion Gift Shoppe will be open. Reservations are required, contact Marie at 508-865-5528.
- 25 **Elm Park presents: Cathys Clown.** Songs from the fifties and early sixties (pre-Beatles), cover rock, doo-wop, R&B, rockabilly, girl's groups, hot rod, frat, and surf music. The band is authentic down to the last guitar lick and harmony. www.myspace.com/cathysclownband
- 26 **Tower Hill Botanic Garden presents: A Sultry Summer Evening of Folk Music with John Gorka.** Gorka is known for applying his rich baritone vocals to a wide range of song forms--intimate, confessional songs about love and loss, humorous observations about daily life in his neighborhood, poignant commentary on political moods, and exuberant explosions of unmitigated joy. www.towerhillbg.org
- 27 **Salem Cross Inn presents: Murder Mystery Dinner Theater:** Who Wants to Murder a Millionaire?!" Up for some suspense... action... drama... murder? This is the event for you! Enjoy a delicious meal while you mull over clues as to who committed this terrible crime! Lots of fun and laughs. Friday Evenings! www.salemcrossinn.com

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