

# Summer Fun in Central Massachusetts!

CENTRAL MASSACHUSETTS CONVENTION & VISITORS BUREAU

# August Newsletter



Redcoats to Rebels

Elm Park  
Summer Concert Series



Folk Festival



Latin American Festival

Wachusett  
Annual Vintage Baseball

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## ❖ 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. It is 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. Please contact Jeannie Hebert at [jhebert@worchester.org](mailto:jhebert@worchester.org) or call 508-755-7400 x222.

### "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**. Total Weekly Investment: **\$900. That's \$75.00 a spot!!!!** 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!**" **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 at [jhebert@worchester.org](mailto: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. There are no production costs, the CMCVB fully subsidizes the production of this program. Contact Jeannie Hebert at [jhebert@worchester.org](mailto: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](mailto:jhebert@worchester.org) or 508-755-7400 x222.

### Boston Spirit Magazine

**We only have 2 spots left!!!** You can take advantage of this 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. For only \$325.00, **that's ONLY \$162.50 per month**, you can market and promote your business, property or attraction to this lucrative market through this prestigious publication. Contact Jeannie at [jhebert@worchester.org](mailto:jhebert@worchester.org) for more information and deadlines.

### WBZ News Radio 1030 summer campaign

\$2100 for a week's worth of 16 :30's 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 30<sup>th</sup>. We ran 2 new flights at the end of July!!! Please contact Jeannie Hebert at [jhebert@worchester.org](mailto:jhebert@worchester.org) or 508 755-7400 x222.

## Other 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 radio campaigns are co-operative, so we can partner you with your fellow members to maximize your investment.

### Promote your festival or event on [www.socialweb.net](http://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](http://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](http://www.centralmass.org) and [www.worcester.org](http://www.worcester.org). Don't miss out.

### Promote your festival or event to the world on [usamass.com](http://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>

### Utilize [www.AmericanTowns.com](http://www.AmericanTowns.com) to promote your events & activities!



[AmericanTowns.com](http://www.AmericanTowns.com) is connecting the community like nothing else! Already, scores of groups and organizations in the area have found it is, hands-down, the best way to **share news, promote their activities and events and stay in touch with members** (and potential new ones). Creating a page couldn't be easier (meaning: you don't need to be a "web geek" to do it). An effective way to build buzz, share news and get more done, including a press release distribution tool, and online fundraising/donation tool!!!

Whether you're looking for volunteers, talking up an event or want to share news about your organization, this site has everything you need to connect with the community. It's the fast, simple way to spread the word, raise money and more. Visit [www.americantowns.com](http://www.americantowns.com) to get started!

## ❖ Recent CMCVB Advertising Opportunities & Events ❖

**Boston Multilingual Guide**— 350,000 copies distributed to the international traveler where they embark, commute, learn, stay and play. Translated into 8 languages! Contact Jeannie Hebert **NOW** to reserve your space in the Fall publication, at [jhebert@worchester.org](mailto:jhebert@worchester.org) or 508-755-7400 x222. *Availability for only 4 partners!!!*

**Worcester Magazine – College Guide—Sold Out!** This year's college guide will feature a two-page spread for Central Massachusetts. The advertisers were: PetRock, Southwick's Zoo, A Touch of Class DJ, Embassy Suites Hotel Boston-Marlborough, Sturbridge Host Hotel, Willard House and Clock Museum, Residence Inn by Marriott -Worcester, Wachusett Mountain Ski Area, Uno Chicago Grill, Hilton Garden Inn Worcester, Believe in You, and 86 Winter Street. The next Guide will be the **Annual Manual**, hitting the stands **September 20<sup>th</sup>**, with 34,000 copies! This is a keeper! Don't miss out on this opportunity. If you are interested, contact Jeannie at [jhebert@worchester.org](mailto:jhebert@worchester.org) right away. Don't let it slip by!

**"Discover Central Massachusetts"** a five page spread was printed 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](mailto: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 [zomar@worchester.org](mailto:zomar@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 1<sup>st</sup>. 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](mailto:jorcutt@worchester.org) or 508-755-7400 x224.

**Central Massachusetts Magazine:** Opportunity to co-op a full page in September's issue. Recommended by many of our members as a publication that "gets results"! Only \$250 per partner. Full color!!! For more information contact Jeannie Hebert at [jhebert@worchester.org](mailto:jhebert@worchester.org) or 508-755-7400 x222.

## ❖ Welcome new members ❖

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

### West Boylston

Central Mass Media  
45 Sterling St.  
West Boylston, MA. 01583  
508-835-3004  
[www.centralmassmedia.com](http://www.centralmassmedia.com)



### Sterling

Clearview Farm  
4 Kendall Hill Rd.  
Sterling, MA. 01564  
978-422-6442  
[www.clearviewfarmstand.com](http://www.clearviewfarmstand.com)



## ❖ Membership Department Update ❖

**Hospitality Host Meeting** - Next Meeting **August 22nd** at the Crowne Plaza **8am**, come network and promote your Summer Events! Please **RSVP** to Julie Orcutt – [jorcutt@worchester.org](mailto:jorcutt@worchester.org). **FREE TO ATTEND! BRING A FRIEND AND RECEIVE A PRIZE!**

Interested in promoting your business and or special events at the Hospitality Host Meeting??? **Limited to 2 spots per meeting** – Reserve Your Spot Now!! Contact Julie Orcutt at [jorcutt@worchester.org](mailto:jorcutt@worchester.org), or 508-755-7400 x224.

### 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 10 million people! Send your stories to Julie Zomar at [jzomar@worchester.org](mailto:jzomar@worchester.org) or fax at 508-754-2703.

### Expose Your Business and Special Events to over 450 businesses 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](mailto:jorcutt@worchester.org) or call 508-755-7400 x224 to sign up today.

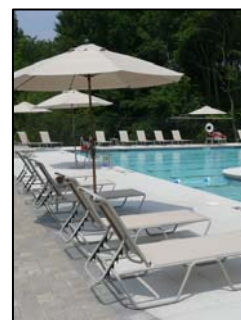
**Check out this month's inserts – O'Connors Restaurant, Wachusett Chamber's Events and Old Colony's coupons!!!**

## ❖ Member Updates ❖



### Sterling National Country Club has been newly renovated!

Sterling National Country Club is proud to announce their newly renovated facilities. On July 10<sup>th</sup>, the CVB staff was invited to attend their ribbon cutting and official unveiling of their brand new 17,500 square-foot pool complex! We took a tour of their newly renovated event facilities: The Duncan Room and Sterling Room. We walked through Sandbagger's Pub, featuring new hardwood floors, stained bead board ceilings, sparking new lighting, plasma televisions and a 16-seat mahogany bar, complemented by a breathtaking view over the 18<sup>th</sup> green. Finally, we cooled off our feet in their brand new pool! For more information, visit [www.sterlingcc.com](http://www.sterlingcc.com).



## ❖ Convention Department News ❖

The Convention Sales Department is working hard on securing several new events, and we hope to win the bid for these events. More to come on this in the near future!

**Senior Girls Softball Division 2007 Eastern Regional Tournament:** Tournament athletes and attendees are rolling into Worcester for the week-long event. Please remember to welcome attendees using your signage! Thank you to everyone who provided us with coupons, they are already on the web!!! (Estimates based on 2006 tournament in Maryland: 700 attendees; 1,200 room nights; \$325,200 in economic impact)

**2007 New England Summer Nationals:** The Summer Nationals get bigger and better every year. Based on the recent press conference it looks as though the event is here to stay according to organizer Bob Moscoffian. Plans for next year promise an even better show with lots of well known celebrities. Congratulations to everyone involved in the organization of Summer Nationals. It was estimated that the 2007 event was bigger than 2006 with more than 200,000 attendees; 1,400 room nights; and an economic impact of \$19,501,000

**Power Packaging Update:** The idea of creating cultural and entertainment packages has really taken off. A cultural meeting was held, with a follow-up meeting to come; a collaboration of hotels and cultural attractions & museums. These packages will be displayed on our website, the perfect avenue for advertising these packages and to drive visitors to your business.

## ❖ Group Tour Department ❖

**Group Tour Meeting:** The next group tour meeting will be held September 18<sup>th</sup>, at 11am at the Worcester Historical Museum. We will be discussing the successful packaging meeting that was held on June 28<sup>th</sup> at the Sturbridge Host Hotel, and working on more itinerary ideas for both web & print. Be sure to work with your partners to create innovative winter itineraries that the CMCVB can distribute to 50 Group Tour Leaders FREE OF CHARGE for you, our members! To RSVP or for more information contact Jeannie Hebert at [jhebert@worchester.org](mailto:jhebert@worchester.org) or call 508-755-7400 x222.

**American Bus Association (ABA):** Jeannie Hebert will be attending the ABA Show February 3-8 in Virginia Beach. She will be working with the Group Tour Committee to strategize marketing techniques for the Central Massachusetts region!

## ❖ CVB Committee Meetings ❖

- Worcester Sales Task Force: Tuesday, August 14<sup>th</sup>, 1pm at the DCU Center, Worcester
- Hospitality Host Committee Meeting: Wednesday, Aug 22<sup>nd</sup>, 8am at the Crowne Plaza, Worcester
- Hotel Association Committee: Thursday, August 23<sup>rd</sup>, 12 noon
- Group Tour Committee: Tuesday, August 21<sup>st</sup>, 11am at the CMCVB office 30 Elm Street, Worcester

## ❖ August Festivals & Annual Events ❖

### **14<sup>th</sup> Annual Elm Park FREE Summer Concert Series**

Thursday evenings now through August 16<sup>th</sup>, 2007 (From 6 PM to 8:30 PM. **August 2<sup>nd</sup>** enjoy the music of John Cate and the van Gogh Brothers. **August 9<sup>th</sup>** is the music of Northern Lights, and August 16<sup>th</sup> is River City Slim & the Zydeco Hogs. For more information visit [www.parkspirit.org](http://www.parkspirit.org).

### **Redcoats to Rebels at OSV – August 4-5<sup>th</sup>**

This year, the focus on the Village's annual encampment and military recreation event is the Civil War. Re-enactors camp on the Village Common, giving visitors a unique glimpse into America's military past. Historic camp cooking, instruction in marching in formation for kids, historic firearms demonstrations, military -- and civilian -- "fashion shows," cannon demonstrations, recreated Civil War battles, and more. [www.osv.org](http://www.osv.org)

### **Nashoba River Valley Folk Festival – August 5<sup>th</sup>**

This family-style festival will be held at The Lancaster Fairgrounds - Home of the Bolton Fair - Route 117 Lancaster, Massachusetts. The festival will be held from 11:00AM to 6:30PM. Rain or Shine. Come see feature performer: Arlo Guthrie. Also performing will be: Chris and Meredith Thompson, Gandalf Murphy and the Slambovian Circus of Dreams, Glengarry Bhoys, Mustard's Retreat, Trina Hamlin, and Vance Gilbert. For tickets and more info visit [www.lancastercoffeehouse.com](http://www.lancastercoffeehouse.com).

### **Summer Sundown Celebration @ Fruitlands – August 12<sup>th</sup>**

Start off with a picnic, enjoy activities galore, tethered balloon rides, and a so-long summer concert. 978-456-3924 [www.fruitlands.org](http://www.fruitlands.org)

## **Latin American Festival – August 18<sup>th</sup> & 19<sup>th</sup>**

Two days of Latin music, food, dancing, and crafts. Information tables, children activities, beer garden, domino tournament. Call 508-798-1900 or visit [www.centrolasamericas.org](http://www.centrolasamericas.org) for more information!

## **Marshall Street Disc Golf Championship – August 18<sup>th</sup> & 19<sup>th</sup>**

The annual event is New England's largest and richest disc golf tournament, and has increased its sponsorship and overall purse in successive years. More than just a disc golf tournament, at the MSDGC, competitors experience four rounds of disc golf, receive an awesome player's package including personalized collared shirt, filming for an annual DVD, pig roast / barbeque, live band, poker tournament, pie-eating contest, 5 kegs of beer (four different flavors), swimming pool, hot tub, slushies, double disc court, and head-shaving. [www.msdcg.com](http://www.msdcg.com)

## **Second Annual New England All-Star Vintage Base Ball Exhibition– August 25<sup>th</sup>**

The Wachusett Chamber will be hosting this event being played by vintage league all stars from around New England, recreating the game as it was played in the mid 19<sup>th</sup> century! The game will take place on Clinton's historic Fuller Field, which was recently named as "the oldest still-standing baseball diamond in the world." The event has been expanded to a double header, the second game will take place at 4pm, making this an all-day event. Visitors will be encouraged to come early and view historic exhibits provided by the Clinton Historical Society and the Essex Vintage Baseball League and take part in other fun activities. Call 978-368-7687 ext. 12 or visit [www.wachusettchamber.com](http://www.wachusettchamber.com) for more information.

## **4<sup>th</sup> Annual Oktoberfest in August at Vienna Restaurant & Historic Inn – August 26<sup>th</sup>**

(At the LaSalle Reception Center at Notre Dame in Southbridge.) The amazing "Stratton Mountain Boys" will stir the crowd with songs & music from Austria & Germany. Enjoy cool beer & wine as well as a sit-down authentic German wedding dinner - complimentary hors d'oeuvres and the "Hofbrauhaus Schlachplatte" & Apple strudel. Dancing all day with plenty of time for Yodeling & the ever popular "Ein Prosit, Ein Prosit...! \$25.00 per person includes musik, hors d'oeuvres, German dinner & 1 beer ticket. Book a table of 8 for the price of "7". For more information, e-mail [thevienna@charter.net](mailto:thevienna@charter.net) or call 508-764-0700.

## **Mark your calendars for upcoming September Festivals & Major Events:**

September 4-9	Brimfield Antiques & Flea Market Shows	<a href="http://www.brimfield.com">www.brimfield.com</a>
September 5	DCU Center presents American Idols LIVE	<a href="http://www.dcucenter.com">www.dcucenter.com</a>
September 7-8	Clinton Olde Home Day	<a href="http://www.oldehomeday.com">www.oldehomeday.com</a>
September 7-9	Sterling Fair	<a href="http://www.sterlingfair.com">www.sterlingfair.com</a>
September 8	Blackstone CanalFest, Worcester	<a href="http://www.freetheblackstone.com">www.freetheblackstone.com</a>
September 8-9	10 <sup>th</sup> Annual Wachusett Mountain MusicFest	<a href="http://www.wachusett.com">www.wachusett.com</a>
September 9	Salem Cross Inn Drover's Roast	<a href="http://www.salemcrossinn.com">www.salemcrossinn.com</a>
September 9	PetRock Festival	<a href="http://www.petrockfest.com">www.petrockfest.com</a>
September 15	3rd Annual African Cultural Festival	<a href="http://www.african-museum.com">www.african-museum.com</a>
September 15	Higgins Festival of Ale	<a href="http://www.higgins.org">www.higgins.org</a>
September 15	Spirit of Shrewsbury Cruisin' Car Show	<a href="http://www.spiritofshrewsbury.com">www.spiritofshrewsbury.com</a>
September 15-16	9 <sup>th</sup> Annual North Quabbin Garlic and Arts Festival	<a href="http://www.garlicandarts.org">www.garlicandarts.org</a>
September 16	START on the Street	<a href="http://www.startonthestreet.org">www.startonthestreet.org</a>
September 21-October 21	18 <sup>th</sup> Annual Scarecrow Festival	<a href="http://www.publichouse.com">www.publichouse.com</a>
September 22-23	17 <sup>th</sup> Annual Wachusett Mountain KidsFest	<a href="http://www.wachusett.com">www.wachusett.com</a>
September 22-23	Bolton Fair	<a href="http://www.boltonfair.org">www.boltonfair.org</a>
September 26	10 <sup>th</sup> Year Anniversary - A Taste of Wachusett	<a href="http://www.wachusettchamber.com">www.wachusettchamber.com</a>
September 29	Blackstone Valley Greenway Challenge	<a href="http://www.greenwaychallenge.org">www.greenwaychallenge.org</a>

## ❖ Events for the month of August ❖

Check out their websites for more information: [www.centralmass.org](http://www.centralmass.org) or [www.worcester.org](http://www.worcester.org).

### **Aug The Red Maple Inn Cooking School - August and September**

Each class includes demonstrations of various International cuisines and a professional wine tastings included with our "feasting!" A diploma & culinary gift included. Shari will do "**Summer in Italy**" every Saturday night, (6-9:30 PM of August) September 1st, September 15th, 22nd & 29th will feature "**Food of The Sun**". **Classes are limited to 12, call for reservations: 508 885 9205. (\$98 pp, tax & service included. 10% Discount on overnight accommodations.)**

**Fridays- Blissful Meadows Golf Club presents: Friday Night Scotch Mixer - Every Friday Night -** Bring your spouse and play together, or pair up with someone new. Singles are welcome, too! The scotch is an alternate shot format with 4:30-5:30 tee times. No signup necessary, no commitment to play every week. \$15 per week, per person, includes prize money! Call 508.278.6110 to sign up or JUST SHOW UP!  
<http://www.blissfulmeadows.com/bmqcie/leagues.htm>

**1-Sept- Worcester Windows** exhibit will run through **September 7th, 2007**. *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.

**Aug The Worcester Tornadoes:** This month catch a home game on 1<sup>st</sup>, 2<sup>nd</sup>, (10<sup>th</sup>-12<sup>th</sup>), (16<sup>th</sup>-23<sup>rd</sup>), and (28<sup>th</sup>-31<sup>st</sup>). Tickets are \$6.00 and up. Visit online for news, photos, and more. [www.worcestertornadoes.com](http://www.worcestertornadoes.com)

**1 Mechanics hall presents: Brown Bag Concert Series - Marlene VerPlanck.** Free, Open to the Public. For more information, e-mail [karen@wcn.org](mailto:karen@wcn.org) or call 508-752-0700.

**1-11 Foothills Theatre presents: Stuart Little:** Wednesdays, Thursdays, Fridays, Saturdays. From August 1 through 11, watch Joseph Robinette's story of Stuart Little as he struggles to grow up in a human world that towers over him. Will he manage to survive the ferocious dogs, angry cats and still manage to find himself as he makes his journey through the wilds of New York? Only time will tell. [www.foothillstheatre.com](http://www.foothillstheatre.com) 508-754-3314

- 1-24 **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](http://www.higgins.org)
- 3 **The DCU Center presents: The Wiggles:** Get ready to learn how to Romp Bomp A Stomp, do The Monkey Dance, Move Like an Emu and discover how to make "Fruit Salad" and "Crunchy Munchy Honey Cakes" as **The Wiggles** bring their all-new **Racing to the Rainbow Live** tour. For more information, visit [www.dcucenter.com](http://www.dcucenter.com).
- 4 **Ecotarium presents: EcoTarium's Animals - Up Close & Personal:** Free with museum admission. Meet some of the museum's wild creatures in an up close and personal encounter with their keepers. Learn about animal care and more. [www.ecotarium.org](http://www.ecotarium.org).
- 4 **Fiddler's Green Pub & Restaurant presents: Liz & Yvonne Kane:** Together Liz and Yvonne Kane create a highly exciting and vibrant sound. These sisters come from Dawros on the outskirts of Letterfrack, a village in Connemara along the West coast of Ireland. For more information, email [debra\\_donovan@harvard.edu](mailto:debra_donovan@harvard.edu).
- 4 **Blackstone Valley Community Concert Band:** This Sutton Town Common concert will feature a variety of music including show tunes, rock 'n roll, marches, and patriotic music all designed to appeal to the whole family. Free to the public.
- 5 **"Lou Borelli Octet"** will be playing at Life Care of Leominster, 12 noon - 2 PM for a FREE concert. Bring a lawn chair and bring the kids! This concert is partially funded by the Musician's Performance Trust Fund and we thank them for their support. [www.BorelliMusic.com](http://www.BorelliMusic.com)
- 6-10 **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](http://www.southwickszoo.com).
- 8 **Mechanics Hall presents: Brown Bag Concert Series - Sima Kustanovich and Julian Milkis.** Free, Open to the Public. For more information, visit [www.wicn.org](http://www.wicn.org), e-mail [karen@wicn.org](mailto:karen@wicn.org) or call 508-752-0700.
- 10 **SALSA Social with Salsa Storm @ Worcester Hibernian Cultural Centre.** Looking for a safe and adult friendly environment to learn how to dance salsa? Join us for a great evening of dancing to the hottest Latin rhythms of Salsa, Cha-Cha, Merengue, and Bachata. Call to reserve a table for a group of 6 or more. For more information, e-mail [salsastorm22@aol.com](mailto:salsastorm22@aol.com) or call 508-854-8489.
- 11 **DCU Center presents: Keith Urban's "Love, Pain & the whole crazy World Tour".** Urban's tour is a world-class production that will feature the songs that have made Keith one of the industry's most respected musicians. [www.dcucenter.com](http://www.dcucenter.com)
- 11 **Fiddler's Green Pub & Restaurant presents: Monthly Dance: Andy Healy Band:** Join us each month for dancing to live bands. All include a wide variety of dances including ballroom, line, and Irish Ceili. For more information, e-mail [debra\\_donovan@harvard.edu](mailto:debra_donovan@harvard.edu).
- 15 **Mechanics Hall presents: Brown Bag Concert Series – David Peckham & Buster Keaton.** Here's a unique treat for your lunch hour! Enjoy noted organist David Peckham returns to the delight of silent movie buffs, performing on the historic Hook organ at Mechanics Hal in support of two classic silent films- Buster Keaton's "Cops" and "One Week". Free, Open to the Public. For more information, visit [www.wicn.org](http://www.wicn.org), e-mail [karen@wicn.org](mailto:karen@wicn.org) or call 508-752-0700.
- 18 **Mass Audubon: Broad Meadow Brook Conservation Center and Wildlife Sanctuary present: Hike to the Blackstone Bikeway:** A leisurely paced 5 mile hike from the sanctuary visitor center, over the Blackstone Bikeway, and back up and over the Sagatabscot Ridge. We will introduce you to the newest piece of land acquired by the sanctuary, and discuss future plans for the area. [www.massaudubon.org](http://www.massaudubon.org) 508.753.6087.
- 22 **Tower Hill Botanic Garden presents: Nature Printing for Youth (Ages 6-12):** Explore the shapes and textures of Tower Hill Botanic Garden plant clippings. These clippings will be used to create functional printed art: note cards, stationery, bookmarks and wrapping paper. Pre-registration required: \$30 Members, \$35 Non-members (includes all materials). E-mail [registrar@towerhillbg.org](mailto:registrar@towerhillbg.org) or call 508-869-6111x124.
- 24 **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](http://www.salemcrossinn.com)
- 31-Sept 3 – **Wachusett Mountain Ski Area presents: Labor Day sale.** This is where the early bird gets the deals. It is the only Labor Day sale of its kind and size in New England, with huge savings on ski and snowboard packages, boots, clothing and helmets. Everything is on sale. Don't miss out on our mouth-watering BBQ\* and taking a ride to the summit on the SkyRide!! For more information, visit [www.wachusett.com](http://www.wachusett.com).

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