

The Central Massachusetts Convention & Visitors Bureau  
September Monthly Newsletter  
2007

Save the Date



Central  
Massachusetts  
so much. so close.



Central Massachusetts Convention & Visitors Bureau's  
40th Annual Meeting

October 5, 2007  
12 noon  
at the Crowne Plaza - Worcester

formal invitation to follow

# Central Massachusetts Convention & Visitors Bureau

## September Monthly Newsletter - 2007

### ❖ Upcoming & Ongoing Marketing Opportunities ❖

#### Time to reserve your space in MLA'S *Massachusetts Great Escapes* magazine!

Advertising in Massachusetts Lodging Association publication of *Massachusetts Great Escapes*' is a tremendous opportunity to reach **350,000 travelers** within an environment that's focused on the audience you're targeting. This year, *Great Escapes* will feature a special section highlighting Massachusetts' Regional Tourism Councils and the events and attractions that make each region unique. So not only will you place a display ad, but you will have editorial as well!

##### About the Program

If the **Central Massachusetts Convention and Visitor's Bureau** is able to invest in a full-page co-op ad we will receive an additional full-page advertorial. You supply the photo, content, and logo, and *Great Escapes* will create a Regional advertorial for you that will support your mission and increase the value and position of your advertisement.

**This co-op will be open to only six partners. Cost is \$1,800.00 per partner**

##### Specifications

**Full page Co-op ad with Central Massachusetts Banner**

Each display ad will be 2.5" high X 3.5" wide. Full color 300 dpi (1 image at 300 dpi at 100%)

**Please submit all materials no later than Friday, September 14<sup>th</sup>!**

#### Time to reserve your space in the 2008-2009 Massachusetts Getaway Guide!

The **CMCVB** is excited to present the opportunity to co-op advertise in the 2008–2009 *Massachusetts Getaway Guide*. You can use the Guide to reach Massachusetts' active, affluent travelers. The Massachusetts Getaway Guide drives qualified readers right to your business through enhanced print and online reader service program and added-value presence on **massvacation.com**. By co-op'ing with the **CMCVB**, you as members, receive the highest discount, **AND you will also receive a rebate!**

Please contact **Jeannie Hebert** at [jhebert@worcester.org](mailto:jhebert@worcester.org) or **508 755 7400 X222** for details and to reserve your space today! Don't miss out. This is the number one fulfillment piece for the state!

##### Distribution

**750,000** copies of the *Massachusetts Getaway Guide* will be printed in 2008, and it is the only travel guide in the state supported by a multimillion dollar advertising campaign. Added-value programs on **massvacation.com** provide the opportunity for your message to reach more than **1.6 million unique** visitors at no additional cost. The Guide is your premier vehicle to drive readers to your business, allowing you to secure a piece of this affluent and active tourism market.

##### About the Leads

- 18,000 Guide requests as of May 2007 were generated from MOTT's seasonal e-mail program.
- More than 36,000 individual Guides were requested via massvacation.com and our 24/7 phone line as of May 2007.

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@worcester.org](mailto:jhebert@worcester.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

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.

## 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—Out on the stands!** This year's college guide features 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 **Annual Manual**, hitting the stands **September 20<sup>th</sup>**, with 34,000 copies is sure to be a keeper!

**"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](mailto: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 the first week in September. 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.

## ❖ Welcome new members ❖

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

### JATA

#### Colonial Candies

47 Sugar Rd.  
Bolton, MA. 01740  
978-779-6586

[KJHebert71@aol.com](mailto:KJHebert71@aol.com)  
[www.colonialcandies.com](http://www.colonialcandies.com)

Fine chocolates, retail, corporate gifts and group tours.

### SATA

#### Sturbridge Country Inn

Kevin McConeck  
530 Main St.  
Sturbridge, MA. 01566  
508-347-5503

[info@sturbridgecountryinn.com](mailto:info@sturbridgecountryinn.com)  
[www.sturbridgecountryinn.com](http://www.sturbridgecountryinn.com)

Historic Inn with 15 guest rooms. Available for small meetings and functions.

### SATA

#### Overlook Social and Corporate Event

Melissa White  
88 Masonic Home Road  
Charlton, MA. 01507  
(508) 434-2281

[info@overlookcatering.org](mailto:info@overlookcatering.org)  
[www.overlookcatering.org](http://www.overlookcatering.org)

Meetings/Banquets/Weddings Facility

### Worcester

#### Minuteman Press

Bill Feinberg  
122 Green St.  
Worcester, MA.  
(508) 757-5450

[info@minutemanpress.com](mailto:info@minutemanpress.com)  
[www.worcester.minutemanpress.com](http://www.worcester.minutemanpress.com)  
Printer

## ❖ Membership Department Update ❖

**Hospitality Host Meeting** - Next Meeting **October 24th** at the Crowne Plaza **8am**, come network and promote your Fall 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!!**

### 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](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 – Music Lives! Concert Schedule and Old Colony's Special Member Coupon!!!!**

## ❖ Member News ❖

- Don't forget to check out the "Special Packages" page on our website!
- **The Red Maple Inn in the news:** This was a review The Red Maple Inn received from an article that was sent out from **Bed and Breakfast.com**, it went to over 100 newspaper travel sections all over the country: "Vintage Wine, Gourmet Dining, Classic "Chick Flicks" Getaway. On the outside, [The Red Maple Inn](#) in Spencer, Massachusetts is a stately 1780s mansion, but on the inside it is a haven for a girlfriend's weekend of great food, wine and the best classic "chick flicks" ever made. As you and your best girlfriends savor champagne, co-owner and "film buff extraordinaire", AIF member, John Bills, will play the greatest chick flicks ever made. Films such as the George Cukor's "The Women" to "The Way We Were" with Streisand and Redford will be shown on the Red Maple Inn's 80" large screen in its private screening room. Enjoy a special dinner prepared by Chef Shari Alexander followed by another great film and discussion with vintage wines and Belgian chocolates."
- **DCU Center Recognized For Excellence:** Worcester, MA (August 20, 2007) - Wes Westley, President and CEO of SMG announced that the SMG-Managed DCU Center Convention Center has been selected to receive a 2007 Prime Site Award from *Facilities and Destinations Magazine*, along with 26 other SMG-Managed facilities. This award is voted on by Meeting Planners from associations, corporations and other organizations based on venue quality, features and services. It recognizes the top Convention, Exposition and Exhibition Centers throughout North America and the Caribbean. **For more information, visit our press room.** [www.centralmass.org](http://www.centralmass.org)



Look for new DCU Center event announcements including a Boston Celtics pre-season game, the return of the Trans-Siberian Orchestra, Opening Night with our favorite home-town hockey team... the Worcester Sharks. Plus, to kick-off the second season of the Sharks the opening of the brand-new DCU Center End-Zone Club Room (the view will be unbelievable)!

## ❖ Convention Department News ❖

### New Business

The convention sales department has confirmed that Cambridge College has contracted for 12 months to hold 2 classes every weekend in downtown Worcester at the Crowne Plaza. The classroom schedule will expand throughout Central MA as the college intends to enter into additional contracts in the Corridor Nine region. This business is a direct result of the very successful Boston Sales Mission held in June.

### Statewide Towing Association Coming Soon!

The STA annual convention is scheduled for September 21-23, 2007 at the DCU Center. This group came to Worcester for the first time last year and loved it so much they entered into a 3-year contract for their annual convention. Be sure to mark your calendar so that we can properly welcome attendees to Worcester!

### ASAE - Chicago

The convention sales department recently attended the American Society of Association Executive (ASAE) annual expo in Chicago as a member affiliate of the New England Society of Convention and Visitors Bureaus. Business was brisk and numerous sales leads resulted, and the leads are being developed at this time.

### Massachusetts Lodging Association Regional Meeting

The MLA Worcester Regional Meeting has been rescheduled for Tuesday, September 18, 2007 at the Beechwood Hotel, 363 Plantation Street, Worcester.

### Agenda:

- 12:00-12:30pm: Registration
- 12:30 1:30pm: Luncheon (tentative speaker: Mark Waxler – General Manager of the Beechwood Hotel and former MLA chairman)
- 1:45-3:00pm: Workshops
- 3:15-4:30pm: Workshops
- 4:45-6:00pm: Reception

Anyone interested in registering can do so on MLA's website:

- [www.masslodging](http://www.masslodging.com)
- click Events
- click Worcester Regional Conference
- click Register Now

#### Workshops

"Greening Your Hotel: Why It's Important and How to Do It" - Dan Ruben, Boston Green Tourism

"Massachusetts Health Care Laws and Savings on Health Insurance" - Gary Fradin, Insurance for Members

"Finding and Keeping the Best Employees" - Ellen Spencer, Massachusetts Rehabilitation Commission; Steve McDonough, Workforce Central Career Center; Deborah Andrews, MLA Education Foundation

"An interactive discussion on how to best use integrated marketing to increase awareness and drive occupancy" - Lori Moretti and Sarah Leaf-Hermann, CM Communications

## ❖ 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, September 11<sup>th</sup>, 1pm at the DCU Center, Worcester
- Hotel Association Committee: Thursday, September 27<sup>th</sup>, 12 noon
- Group Tour Committee: Tuesday, September 18<sup>th</sup>, 11am at the CMCVB office 30 Elm Street, Worcester
- Hospitality Host Committee Meeting: Wednesday, October 24<sup>th</sup>, 8am at the Crowne Plaza, Worcester

## ❖ September Festivals & Annual Events ❖

**This month is brimming with September festivals and annual events. Please visit the below websites or our own website for more information, times and admission fees!**

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

September 26	10 <sup>th</sup> Year Anniversary - <b>A Taste of Wachusett</b>	<a href="http://www.wachusettchamber.com">www.wachusettchamber.com</a>
September 29	Blackstone Valley <b>Greenway Challenge</b>	<a href="http://www.greenwaychallenge.org">www.greenwaychallenge.org</a>
September 29-30	Overlook Farm's <b>Harvest Festival</b>	<a href="http://www.heifer.org/overlook">www.heifer.org/overlook</a>

**Mark your calendars for these October Special Events:**

October 4-8	Columbus Day Swap & Sale @ Wachusett Mountain	<a href="http://www.wachusett.com">www.wachusett.com</a>
October 6-8	Columbus Day Celebration at OSV	<a href="http://www.osv.org">www.osv.org</a>
October 13	Worcester Sharks AHL – opening game	<a href="http://www.sharksahl.com">www.sharksahl.com</a>
October 13-14	Apple Days @ OSV	<a href="http://www.osv.org">www.osv.org</a>
October 13-14 & 20-21	Wachusett AppleFest	<a href="http://www.wachusett.com">www.wachusett.com</a>
October 18-28	Boston Ballet presents: LA SYLPHIDE	<a href="http://www.bostonballet.org">www.bostonballet.org</a>
October 20-21	Annual Harvest Days	<a href="http://www.sturbridge.org">www.sturbridge.org</a>
October 27	Things that Go Bump in the Night @ OSV	<a href="http://www.osv.org">www.osv.org</a>
October 27	4 <sup>th</sup> Annual Great Pumpkin @ EcoTarium	<a href="http://www.ecotarium.org">www.ecotarium.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).

**Tickets are on sale now for:**

- **“WHEN ELMO GROWS UP” – OCTOBER 2-7 (DCU CENTER)**  
Introducing Abby Cadabby! The newest Muppet on Sesame Street joins Elmo, Zoe, Rosita and all of her furry and feathered friends in asking, ‘What do you want to be when you grow up?’ as they prepare for a pageant on Sesame Street. Get ready to sing cowboy songs, ride the rails and more when **Sesame Street Live** “When Elmo Grows Up” arrives at the DCU Center. Call Ticketmaster at 617-228-6000 or visit [www.ticketmaster.com](http://www.ticketmaster.com). For more information visit [www.sesamestreetlive.com](http://www.sesamestreetlive.com) or [www.dcucenter.com](http://www.dcucenter.com).
- **Boston Ballet Announces it’s 2007/2008 Season.** Group tickets ON SALE Now!! Groups of 10+ call (617) 456-6343 for discounts and incentives. [www.bostonballet.org](http://www.bostonballet.org)
- **Boston Celtics Preseason Game** – October 19 - Worcester has scored the **“Big Ticket”** as the Boston Celtics return to DCU Center when they host the New Jersey Nets in an NBA pre-season game Friday, October 19 with tip-off at 7:30PM. [www.dcucenter.com](http://www.dcucenter.com)

**SHARKS ANNOUNCE PRESEASON SCHEDULE**

The Worcester Sharks have announced that the club will compete in two exhibition preseason games. The first game is Friday, **September 28th at 7:00 p.m.** in Springfield against the Falcons on MassMutual Center ice. On Saturday, **September 29th at 7:00pm**, the Sharks will travel over to New England Sports Center in Marlborough, and take on Atlantic Division rival Providence Bruins. For more information, visit [www.sharksahl.com](http://www.sharksahl.com).



**Sept The Red Maple Inn Cooking School – Now through 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.)**

**Sept. The Worcester Tornadoes:** This month catch a home game on 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup>. Tickets are \$6.00 and up. Visit online for news, photos, and more. [www.worcestertornadoes.com](http://www.worcestertornadoes.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).

**1-7 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.

**2 “Lou Borelli Octet”** will play for the Jazz on the Patio Series at the Castle Restaurant, Leicester, MA from 3 - 7 PM. The food at the Castle is outstanding. We'll be outside on the patio overlooking the lake if the weather is nice; if not, we'll be in the dining room. [www.BorelliMusic.com](http://www.BorelliMusic.com)

**8-9 OSV presents: Celebration of Craftsmanship.** Visit them at [www.osv.org](http://www.osv.org) for more information.

**15 Chocksett Inn presents: Standup Comedy Show & Dinner Buffet.** 6:30pm Cocktail Hour (cash bar)/7:30pm Dinner Buffet & Comedy Show. If you are looking for a great night out, come join us for some laughs and a great dinner buffet. The evening includes 3 different comedians: Chance Langton, Sue Burton, and Greg Boggis. Tickets are \$49.00 per person (includes Tax & Gratuity). Reservations only, please call 978.422.3355. Special overnight accommodations are available starting at \$89.00 plus tax double occupancy.

**15 Clearview Farm kicks off the apple picking season:** with hayrides to the orchard, cider pressing and live music in our new pavilion. We are also picking peaches and raspberries. The farmstore has many seasonal vegetables, our own honey, homemade jams and pickles, syrup, eggs, local goat cheese, flowers, herbs and gifts. Our bakery features cider donuts, apple dumplings and pumpkin whoopie pies as well as a variety of fruit pies, muffins, breads and squares. Visit our website [www.clearviewfarmstand.com](http://www.clearviewfarmstand.com).



- 19 **WPI presents: WPI Career Fair.** Call us at 508-831-5260.
- 21-22 **Vaillancourt Folk Art Presents: Vaillancourt Folk Art Museum Opening.** The official opening of the Vaillancourt Folk Art Christmas music. Call 508-476-3601 or visit [www.VALFA.com](http://www.VALFA.com).
- 21 **Salem Cross Inn presents: Murder Mystery Dinner Theater.** Interactive plays where actors are suspects in crimes. Audience witnesses at least one murder. Actors dine with guests on stuffed breast chicken dinner offering opportunities to interrogate suspect, develop theories and solve crimes. Arrive at 6:30 Show begins promptly at 7:00. Call 508-867-2345 or visit [www.Salemcrossinn.com](http://www.Salemcrossinn.com).
- 28 **Music Alive! Presents: Tessa Souter, Jazz Vocalist @ Wesley United Methodist Church.** Third season Kick-off of Music Alive! With internationally-renowned jazz vocalist Tessa Souter. Born in London, of English and Trinidadian parents, Souter's unique style infuses jazz with the soul and passion of flamenco, world, and Middle Eastern music. Free Admission. Call 508-799-4191 or visit [www.music-alive.net](http://www.music-alive.net)
- 29 **Preservation Worcester presents: Back to School.** Self- guided tour of 19<sup>th</sup> and 20<sup>th</sup> century school buildings. Some schools have new uses while others remain functioning schools. 508-754-8706 or visit [www.preservationworcester.org](http://www.preservationworcester.org).
- 29-30 **OSV presents: Agricultural Exhibition:** A new twist on the Village's annual celebration of New England's agricultural products and produce. Experience the sounds, tastes, and aromas of the region's bounty. [www.osv.org](http://www.osv.org).



❖ **Subscribe** ❖

Received this via a FWD? Get the Central Massachusetts Convention & Visitors Bureau's newsletter right to your door. Email [izomar@worcester.org](mailto:izomar@worcester.org) to receive your free copy today!



Central Massachusetts Convention & Visitors Bureau  
30 Elm Street, 2<sup>nd</sup> Floor  
Worcester, MA 01609  
Phone: 508-755-7400 . fax: 508-754-2703  
[www.centralmass.org](http://www.centralmass.org)

