

Central Massachusetts Convention & Visitors Bureau
October Monthly Newsletter – 2007



The Central Massachusetts Convention & Visitors Bureau
Invites you to our

40th Annual Meeting
Friday, October 5, 2007

Featuring
Guest Speaker
Joyce Kulhawik



Arts & Entertainment
Anchor
WBZ - TV



11:30am Registration * 12:00noon Lunch & Program
\$45 Members & Non-Members

Hosted by the Crowne Plaza - Worcester
10 Lincoln Sq., Worcester, MA 01608

Special Thanks to our Sponsors:

Boston
magazine



SPiRiT Boston
bostonspiritlemagazine.com



YANKEE NEW ENGLAND'S
MAGAZINE

dynamx.com
presentation solutions

Please RSVP with Julie Zomar at (508) 755-7400 ext. 227 or jzomar@worchester.org.

CMCVB September Recap

MOTT funding

We are happy to announce that the CMCVB will be receiving an increase in funding with the approval of the 1038 grant. More details to follow.

BIG E

The CMCVB participated in the Big E last month, by sending visitors guides and other promotional items, as well as staffing the "Massachusetts" pavilion one day with 2 CVB employees – the BIG E had record attendance this year - since 1918!

Commerce Bank Field @ Foley Stadium – Ribbon Cutting & Press Conference

On September 20th – the CMCVB played a major role in coordinating the ribbon cutting and press conference to announce the opening and completion of the 1st phase renovation at Commerce Bank Field. This \$3 million project has transformed Worcester's historic Foley Stadium into a state-of-the-art, high-tech athletic complex for Worcester's five public high schools – renamed **Commerce Bank Field at Foley Stadium** in honor of Commerce Bank's significant \$1 million sponsorship!

Central Massachusetts Brand Blueprint

The CMCVB is pleased to announce the completion of the 17-month Brand Development Process and the roll-out of the Official Central Massachusetts Brand Blueprint – which took place at the September 6th Worcester Regional Chamber Breakfast Club. For a copy, contact Julie Zomar at jzomar@worchester.org.

Worcester Regional Chamber of Commerce- Breakfast Club Sponsor

On September 6th, the CMCVB was the Worcester Regional Chamber of Commerce's Breakfast Club – and was especially excited to have secured Peter Greenberg – the Travel Editor for NBC's Today Show, as the guest speaker. Peter was a very exciting and educational speaker.

Massachusetts State Cultural E-Newsletter

We are pleased to announce the partnership with the other 12 Massachusetts Regional Tourist Councils through a grant from the Massachusetts Cultural Council. Through this grant we have started sending out a monthly Cultural E-Newsletter spotlighting each region to visitors and non-visitors throughout New England.

❖ Upcoming & Ongoing Marketing Opportunities ❖

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@worchester.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@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 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 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. We are reserving space for the co-op ad in the Spring issue. Remember this publication goes out to 15,000 group tour planners. Advertising through the CMCVB saves you 35%! Contact Jeannie Hebert at jhebert@worchester.org or 508-755-7400 x222. Just a reminder, that every quarter we send out-free of charge to you-itineraries to 53 Group Tour planners interested in visiting Central Massachusetts. This quarter only three members took advantage of this service. In December we will be sending out Spring itineraries. Mark your calendars and don’t miss this opportunity!

Boston Spirit Magazine

Now reserving space for the next issue. Only 1/2 page 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!)** Circulation is growing and geared to GLTB market. Upscale glossy magazine distributed through hotels, restaurants, clubs, malls, colleges and through direct subscription. 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 for more information and deadlines.

Boston Multi-Lingual Guide

Winter issue-directed to the international visitor and translated into 8 languages. CMCVB has purchased a full page that we are co-oping to our members. To purchase on your own would cost you \$25,000.00. Only \$1,000.00 through the CMCVB coop. 350,000 circulation at all ports of entry, airports, rail and bus stations, colleges, educational institutions, hotels, restaurants and malls. It is THE most widely used guide by the international visitor to Boston, NYC and DC. Contact jhebert@worchester.org for more information or to reserve your space.

WBZ Newsradio 1030 FALL Promotion

:15 & :30 Second Weekly Commercial Schedule

DAY	DAYPART	DURATION	# OF COMMERCIALS
Mon – Fri	5a – 10a	:15	1x
Mon – Fri	10a – 3p	:15	1x
Mon – Fri	10a – 3p	:30	1x
Mon – Fri	3p – 8p	:15	1x
Mon – Fri	3p – 8p	:30	1x
Mon – Fri	8p -12m	:30	2x
Mon – sun	5a – 5a	:15	1x
Sat/Sun	6a – 7p	:15	3x

*Every 15 second commercial is a sponsorship of a

‘Traffic on the 3’s’ or a ‘Weather on the 0’s’ report and includes a

“brought to you by...” billboard for additional name recognition & frequency! So it’s like getting one spot free with every :15!

This also includes a NE Weekends interview and posting on CBS.com for one month.

Total Weekly Commercials = 11, Total Weekly net Rate = \$2,575

This is a great deal. Please contact Jeannie at jhebert@worchester.org as soon as possible to book your flight!

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 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



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.

FREE PR Opportunity

Stories Needed!!! FREE PR OPPORTUNITY

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! We also have a wonderful intern who is an English major at Assumption College and loves to write articles. Send your stories to Julie Zomar at jzomar@worchester.org or fax at 508-754-2703.

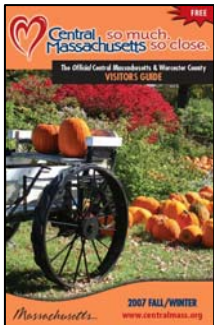
"Special Packages" needed for our website!!!

We'd love to promote you!!! The CMCVB is looking for special packages from you for our website. We have a "Special Packages" section on our website for visitors to entice them to stay/visit your property, but we only have several up there currently. Help increase your attendance and overnights by putting together packages: ie. Holiday packages, group tour packages, and don't forget to package with each other.

HOTELS: Visitors are time poor, why not save them some time by calling up your neighbor attractions and restaurants and putting together a discount package. It's a great way to keep these visitors in our region and coming back! Email your packages to Julie Zomar at jzomar@worchester.org.

Utilize 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 to get started!



❖ **Central Massachusetts Visitors Guides have hit the stands!** ❖

The Official 2007-08 Fall/Winter Visitors Guide has hit the stands. Be sure to pick up your copy when it hits the stands! For more information contact Brenna Ruchala at bruchala@worchester.org or 508-755-7400 x221.

The CMCVB has printed 70,000 copies of this Fall/Winter issue!!! If you didn't advertise in this issue, make sure you don't miss the Spring/Summer one!

❖ Welcome new members ❖

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

Boston Party Makers

Entertainment Agency

20 Cabot Blvd

Mansfield, MA.

617-547-7777

www.bostonpartymakers.com

Boston Party Makers are a full service Entertainment Agency providing any kind of Entertainment/Decor/A/V Services needed for any kind of Event. We have been in Business for over 20 years.

Southbridge Hotel & Conference Center

14 Mechanic Street

Southbridge, MA

508-765-8200

www.southbridgehotel.com

The Southbridge Hotel & Conference Center combines the beauty & hospitality of a fine hotel w/the technological conveniences of a conference center. We have 203 well-appointed guest rooms and 20,000 sq.ft. of meeting space.

❖ Membership Department Update ❖

Hospitality Host Meeting - Next Meeting **October 24th** at the Crowne Plaza **8am**, come network and start to promote your Fall Events! Please **RSVP** to Julie Orcutt – jorcutt@worcester.org. **FREE TO ATTEND & BRING A FRIEND AND RECEIVE A PRIZE!** We will have a special HH presentation by **Christine R. Whipple of Girl Scouts of Montachusett Council.**

Interested in promoting your business and or special events at the Hospitality Host Meeting??? Limited to 2 spots per meeting – Reserve Your Spot Now!!

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@worcester.org or call 508-755-7400 x224 to sign up today.

❖ Member News ❖

SHARKS ANNOUNCE SCHEDULE: Season opens October 13th

SAVE the date!!! Opening night for the Worcester Sharks AHL hockey team is October 13th at the DCU Center. For more information, and to purchase tickets visit www.sharksahl.com.



Ready to go Apple picking?

It's apple picking season: time to venture into the fresh air for apple picking, hay rides and cider. What better place to go than the Johnny Appleseed trail? Johnny was born in the area: Leominster, Massachusetts to be exact...and according to legend, he planted trees along this trail that spans 25 miles across Massachusetts.

Red Apple Farm is a must visit – and has been owned and tended by the Rose family for 4 generations. Located in scenic Phillipston, just over an hour drive from Boston, their location is unique at a high 1,250 feet above sea level. This means the orchards offer you some of the best naturally-colorful, extra-crisp apples in all of New England. They welcome individuals, families, school tours, social functions, and corporate gatherings to experience an old, scenic New England farmstead with plenty of things to see, taste, and experience! Visit their BBQ and check out their new barn – opened in September. **Bolton Orchards**, located in Bolton, has 25 varieties of apples and two varieties of apple cider. The orchard also boasts a country store with fresh produce, groceries, deli, and bakery. **Carlson Orchard**, located in Harvard, has a relaxed environment for picking on your own, but you can also schedule a tour where you can learn about apple picking equipment, the cider mill, and the proper way to pick apples. And not only can you can apples at **Tougas Family Farm**, which is in Northboro, but you can also enjoy hayrides, animals, and a children's playground.

And don't forget about **Brookfield Orchards**, in North Brookfield, Home of The Apple Dumpling. Their snack bar serves hot apple dumplings and ice cream year 'round. In September and October, the menu includes hot dogs, hamburgers, chili and macaroni and cheese. Don't miss out! For other apple orchards and farms please visit our website at www.centralmass.org.

Are you thirsting for knowledge on all of the ins and outs of apple picking, including tasting, cooking, pressing and storing? Then you'll be excited to know, **Old Sturbridge Village** offers all of this and more. Apple Days will be taking place at Old Sturbridge Village October 13th and 14th. Come view the cooking demonstrations, tour a cider mill, or press your own apples. For adults, there will even be a hard cider tasting. (by Laurin Bechard, CMCVB Intern)

Halloween Hoopla - by Laurin Bechard (CVB Intern)

Looking for simply friendly Halloween fun? The EcoTarium in Worcester will be holding its **Great Pumpkin Fest** from 10am-9pm. Children are invited to come in friendly Halloween costumes and see the many carved pumpkins, enjoy a train ride or hay ride, participate in square dancing or games, and visit with the animals. Tickets are \$13.

Would you prefer something more spooky? On October 27, Old Sturbridge Village will be hosting **Things that Go Bump in the Night**. The event takes place from 5-9pm. Children can trick or treat at the historic homes and then sip hot cocoa while listening to scary stories. Or come behold all of the hand carved jack o lanterns, and have your future told by the psychic. There's something for everyone in the family. Please note: pre-registration required. Tickets are \$12, children under 3 are free.

❖ Convention Department News ❖

Special Thanks to the Quality Inn & Suites in Worcester

A very special thank you to Gautham Sharma, the new owner of the Quality Inn & Suites in Worcester, for hosting the September 27th Hotel Association Meeting. Gautham, along with his family and entire staff, are truly gracious hosts and went to great lengths to make sure the meeting was a success and enjoyed by all. Along with GM Sam Dhamija and Sales Director Shirley Gonzales, Gautham has been busy partnering with businesses and attractions throughout the region. These partnerships are helping to develop new business at the hotel and sparking a lot of interest in the newly renovated Quality Inn & Suites. If you are interested in partnering with the Quality Inn, or would like a tour of the hotel, please contact them directly at (508) 852-2800.

Statewide Towing Association Expo

The STA annual expo was held without a "hitch" on September 21-23, 2007 at the DCU Center. The CVB promoted the event to businesses throughout the community in order to drive attendees to their business and welcome convention attendees. There was a lot of activity at the CVB booth, and show organizers and attendees were very pleased with the CVB, DCU Center and the City of Worcester. This group will return to the DCU Center on the same weekend in 2008 and 2009. The economic impact realized in the region as a result of this event is estimated at \$430,000.

Massachusetts Lodging Association

Mike Auerbach, Assistant Director of MLA recently hosted a luncheon for a select group at the Beechwood Hotel. Mike is very interested in learning more about what's new in our region, and he will be attending the October Hotel Association Meeting at Chocksett Inn in Sterling to discuss the role MLA plays in the lodging industry and how it affects our region.

TEAMS

The CVB will attend the 2007 TEAMS trade show in Louisville, KY in October along with other regional partners. This is a tremendous opportunity to communicate face-to-face with sports event organizers from all over the globe. We hope to develop sales leads that will be a great fit for our region.

Hotel Occupancy

In the first quarter of FY '08 Smith Travel Research reports hotel occupancy in Worcester County to be at a level of 62.7%. That number is closely aligned with the CVB's survey of hotel occupancy for the same period at 60.3%. The Mass Office of Travel and Tourism reports that statewide hotel occupancy has been flat due to increased supply throughout the state.

Event Bookings

So far in FY '08 the convention sales department has confirmed seven new and repeat events that translate into a combined economic impact of more than \$20 million that will directly support the cities, towns and communities throughout the Central MA region.

Monthly Meetings:

- **Worcester Sales Task Force** – The CVB hosts this meeting made up of the CVB sales and marketing team, the DCU Center sales team, hotel General Managers and Directors of Sales and representatives from the City of Worcester. The goal is to work together to develop new business opportunities for city venues and organize and promote ongoing events. The next meeting is scheduled for Tuesday, October 9th at the DCU Center.

- **Hotel Association** – The CVB hosts a monthly meeting attended by hotel representatives throughout the region to look at new ways to bring business into Central Massachusetts and discuss ongoing events and special projects. The next meeting is scheduled for Thursday, October 25th at the Chocksett Inn in Sterling.

❖ Group Tour Department ❖

Itineraries Needed

This month the CMCVB sent out the quarterly “filler” for the Group Tour Operators’ Binders that were initially started in early 2006. This is a service free of charge! Provide us with 8 ½ x 11 sized, three-hole punched, itineraries and we will mail them to the Group Tour Operators FREE OF CHARGE every quarter. And we’ll gladly put them on our website as well, if you provide them to us in email format. For more information contact Jeannie Hebert at jhebert@worchester.org or call 508-755-7400 x222.

❖ CVB Committee Meetings ❖

- Worcester Sales Task Force: Tuesday, October 9th, 1pm at the DCU Center, Worcester
- Hospitality Host Committee Meeting: Wednesday, October 24th, 8am at the Crowne Plaza, Worcester
- Hotel Association Committee: Thursday, October 25th, 12 noon
- Group Tour Committee: Thursday, October 25th, 11am – location to be announced

❖ September Festivals & Annual Events ❖

Please visit the below websites or our own website for more information, times and admission fees!

September 21-October 21	18 th Annual Scarecrow Festival	www.publichouse.com
October 4-8	Columbus Day Swap & Sale @ Wachusett Mountain	www.wachusett.com
Oct. 5-8, 12-14	17 th Annual Walking WeekendS	www.thelastgreenvalley.org
October 6	Brookfield Annual Apple Country Fair	applecountryfair@charter.net
October 6-8	Columbus Day Celebration at OSV	www.osv.org
October 13	Worcester Sharks AHL – opening game	www.sharksahl.com
October 13-14	Apple Days @ OSV	www.osv.org
October 13-14 & 20-21	Wachusett AppleFest	www.wachusett.com
October 18-28	Boston Ballet presents: LA SYLPHIDE	www.bostonballet.org
October 20-21	Annual Sturbridge Harvest Days	www.sturbridge.org
October 27	Things that Go Bump in the Night @ OSV	www.osv.org
October 27	4 th Annual Great Pumpkin @ EcoTarium	www.ecotarium.org

Mark your calendars for these November Special Events:

November 3	Wachusett Mountain Autumn Wine Festival	www.wachusett.com
November 6	Van Halen @ DCU Center	www.dcucenter.com
November 7	Fork it Over	www.mgsc.org/ForkItOver
November 10	Trans-Siberian Orchestra @ DCU Center	www.dcucenter.com
November 10	Evening of Illuminations at OSV	www.osv.org
November 17&18	Thanksgiving Harvest Festival @ Red Apple Farm	www.redapplefarm.com
November 22	Thanksgiving Dinner at OSV	www.osv.org

❖ Events for the month of October ❖

Check out our websites for more information: www.centralmass.org or www.worcester.org.

The Red Maple Inn presents – Classic Film School – Dinner & A Movie!!! Looking for something different? A mid-week get-away? Every Wednesday evening, now through November, attend The Red Maple Inn Film School and enjoy a delicious 3-course dinner in our beautiful muraled dining room, followed by a classic film. www.theredmapleinn.com.

- 1 **Nichol’s College** will be hosting “A Woman Alone,” a heritage performance of the life of the first woman doctor of the modern era. Email len.harmon@nichols.edu
- 1 **Clark University** will feature author Anne Fadiman from 7:30-9:30pm. Join her as she speaks about cultural challenges and lessons learned from American health care providers. www.clarku.edu

- 1 **Speak with Confidence & Present with Impact** at the Doubletree Hotel Boston/Westborough. Spend a half day with Jacki Rose and take your public speaking skills to the next level! Please call 508-381-1529 or email Jacki at jacki@jackirose.com.
- 2 **Bob Dylan & His Band along with Elvis Costello & Amos Lee** will be playing their only MA concert at the DCU Center from 7-10pm. For tickets call 617-931-2000 or 617-228-6000 or online at www.ticketmaster.com.
- 2 **Quinsigamond Community College** kick starts the month of October with a free exhibition of works by painter Jack Sikes from 6-8pm. Music and refreshments will follow.
- 2 **Wachusett Village Inn presents – “Meet the Wachusett Wedding Specialists”** will have hor d’oeuvres and entrees from their wedding menu available for tasting from 6-8pm. Come to envision your perfect wedding day! www.wachusettvillageinn.com.
- 4 **Tower Hill Botanic Garden** will be presenting the “**Sogetsu Ikebana Japanese Flower Arranging.**” These classes will teach you the essentials of this venerable art. For more information please call 508-869-6111 x124 or email registrar@towerhillbg.org
- 4 **Higgins Armory Museum** is offering you the chance to uncover your family’s history. The “**Genealogy Brown Bag Lunch,**” run by expert Kay Sheldon can help to answer your family’s questions. Please call 508-853-6015 or visit www.higgins.org.
- 4 **Irish Consul General David Barry to Speak at the Hibernian Cultural Centre** - The “Changing Face of Ireland” will be at 7PM. Additional information about any of the Centre’s events can be obtained by calling (508)792-3700 or at <http://www.socialweb.net/Places/4922.lasso>.
- 4-7 **DCU Center Arena will be visited by Elmo and his Sesame Street friends for “When Elmo Grows Up!”** For more information please call 508-755-6800 or visit us online at www.dcucenter.com.
- 6 **Massachusetts Symphony Orchestra** presents - return following full restoration of its 1902 Model "C" Steinway concert grand piano in a gala concert featuring seven of the area's most acclaimed pianists. This special admission-free concert will be performed at Tuckerman Hall this fall to mark the organization's 32nd year. For tickets call (617) 638-9300 or e-mail education@bso.org.
- 7-9 **Sweetwilliam Farm & Country Store** has hayrides, butter making, cider making and more. Take a step back in time and call us at 508-529-2000 or visit our website at www.sweetwilliamfarm.biz.
- 12 **Worcester Historical Museum presents – The Harvey Ball** – at the DCU Center. This year, the 7th Annual Harvey Ball Smile Award will given to Timothy P. Murray, Lt. Governor of Massachusetts. Cocktails, dinner & dancing!
- 13-14 **DCU Center Convention Center** is blending horror with music. Fans can meet their favorite horror film stars, directors, writers and bands. Call 508-755-6800 or visit www.dcucenter.com
- 13-14 **Sweetwilliam Farm & Country Store** is offering a truly Native American experience with drumming, dancing, singing, regalia, story telling and much more. Sat. 12 noon-5pm & Sun. 12 noon- 4pm. 508-529-2000 www.sweetwilliamfarm.biz
- 16 **Mechanics Hall** will have live taping of extraordinarily talented young people from the ages of 9-19. The program will air on National Public Radio Stations nationwide-including WGBH Boston. 6pm. 508-753-5608 or 508-752-0888 www.Mechanicshall.org
- 18 **The Worcester Art Museum** is world-renowned for its 35,000-piece collection. Come enjoy fine art, browse the shop, take a class or just enjoy our café. FREE on Saturdays 508-799-4406 www.worcesterart.org
- 19 **DCU Center presents - Boston Celtics Preseason Game** –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 with tip-off at 7:30PM. www.dcucenter.com
- 19 **The Hibernian Cultural Centre presents - Prince Edward Island Musicians Johnstone & Sharratt** - From Celtic tunes and ballads to gypsy swing and jazz, the pair loves to plunder the wealth of musical genres and expand their own diverse sounds through fiddle, guitar and rhythms. Additional info can be obtained by calling (508)792-3700 or at <http://www.socialweb.net/Places/4922.lasso>.
- 20 **Broad Meadow Brook Wildlife Sanctuary presents: Halloween Night Hike and Hayride** sponsored by Wachusett Meadow Wildlife Sanctuary. Experience the sounds of the night on a guided hike through the fields and woods. Then enjoy a hayride with friends and family. For ages all ages. For more information and to register, call 978.464.2712.
- 22 **Mechanics Hall** presents “**The President’s Own**” U.S. Marine Band. Come celebrate Mechanics Hall’s 150th Anniversary with some of our nation’s finest musicians. For tickets call 508-753-5608 or 508-752-0888. www.Mechanicshall.org
- 23 **Music Worcester Inc.** is bringing the traditional dances of over 30 different Latin American cultures to life through the performance of “**Ballet Folklorico Mexico.**” Please call 508-754-3231 or visit us online at www.musicworcester.org
- 24 **Museum of Russian Icons presents – Atlantic Union College Orchestra.** Enjoy classical music surrounded by exceptional historic works of art. FREE admission! Visit www.museumofrussianicons.org or call 978.598.5000.
- 27 **Old Sturbridge Village** is the perfect setting for “**Things That Go Bump in the Night**”! Spend an evening with spooky ghosts and goblins. Call us if you dare at 508-347-3362 or discover us online at www.osv.org.

- 27 **Mechanics Hall** is celebrating 150 years with “**The Mechanics Ball**,” a black tie Dinner and Dancing night to remember. Call 508-753-5608 or 508-752-0888 or visit www.Mechanicshall.org.
- 27 **NEADS/Dogs for Deaf and Disabled Americans** presents “**Pumpkins and Pancakes**.” Meet puppies and dig in to a delicious pancake breakfast. 10am-12 noon 978-422-9064 www.Neads.org
- 28 **Massachusetts Symphony Orchestra** presents - members of the Boston Symphony Orchestra! A coffee and dessert reception will follow the concert. For tickets call (617) 638-9300 or e-mail education@bso.org.
- 28 **NEADS/Dogs for Deaf and Disabled Americans** invites you to attend a heartwarming ceremony when dog and their new disabled friend are matched. 2-4pm 978-422-9064 www.Neads.org
- 28 **Worcester Art Museum** will verbally appraise that family heirloom or yard sale item that has been living in your attic all these years. Find out how much it is really worth at “**Treasure or Trash Day**.” To register, please call 508-793-4334 or 508-793-4333, or go online at www.worcesterart.org
- 30 **Music Worcester Inc.** presents the “**Georgian State Dance Company**.” “*The Georgian State Dance Company...is a reminder that there is a place for high art in dealing with national traditions.*” (NY Times) 508-754-3231 www.musicworcester.org.

❖ **Subscribe** ❖

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



(30 Elm Street, 2nd Floor, Worcester, MA 01609)
Phone: 508-755-7400 . fax: 508-754-2703
www.centralmass.org

