



August 2009 Newsletter

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Worcester Restaurant Week



August 3 - 14

Experience Worcesterlicious! [Click here for participating restaurants](#)

Share the Good News

Please share this newsletter with colleagues and co-workers. This is an eco-friendly and timely way to take advantage of many FREE or cost cutting opportunities through the CMCVB and important industry news. Please take a minute and contact us 508-755-7400 ext 227 or (melefteerion@worcester.org) with the e-mail and/or name of any individuals who would benefit by being added to our distribution list. We do send a printed copy to all member businesses, but we want to get the news out to the relevant people at your site ASAP! Thanks for your attention to this!

Advertising Opportunities & Reservation Deadlines

Media buy on WBZ radio - 8 weeks (summer weekends); opportunities for buy in- (\$150 for 20 second spot/6 times a weekend) Contact Karen for details 508-755-4500 x 222.

WICN Public Radio is offering a great deal for non-profits - \$750 for 50 spots. Contact Karen for details 508-755-4500 x 222.

Yankee Magazine- Nov/Dec Issue
Reservation deadline Sept. 1: Take advantage of our discount print co-op and advertise for your winter season business.

Mass Value Pass



[Promote your property: Enroll now!](#)

Who Knew?



[Enjoy Cultural Discounts at 8 area locations!](#)

News from our Tourism Partner in Leominster

The CMCVB is pleased to be working with the city of Leominster. Lisa Vallee, Economic Development Coord., Leominster Planning Department is excited to share this news, "The City of Leominster welcomes you. We are ready for you! Keep your eye on Leominster as the City plans to unveil a new visitor guide in August 2009. You will be able to download a copy of your own at www.leominster-ma.gov. This brochure will provide insightful information on business, industry, history, theater, art, museums, recreation, dining, and much much more! Leominster is a business-friendly and hard-working community that instills dedication, volunteerism, and strong participation. Because of this, we are able to host many family-fun festivals year round. For more information, please contact 978-534-7525 x257 lvallee@leominster-ma.gov

FREE Press/Promotion: MOTT is doing monthly themed press releases, you'll be receiving notices from us to share your relevant news or offerings. September themes will be Indian summer and fall foliage.

Newsletter inserts: Deadline August 24! Expose Your Business and Special Events to over 450 businesses throughout Central MA for ONLY \$75.00! This newsletter is mailed out to the full membership, local chambers, and tourist associations. Sign up today.

FREE promotions: We still NEED packages for our website and Visitor E-Newsletter. Please contact Karen if you would like to participate! We will promote these packages at events, on our site, newsletters, etc. for FREE!

Opportunities for cultural organizations: MOTT Worldfest, contact: John_Alzapiedi@state.ma.us to register your cultural festival.

From our Marketing Dept.

Recent press articles on our members: We enjoyed the great articles in the *New York Times*: "*American Journeys- Blackstone River Valley, New England*" and also articles in the *Telegram & Gazette*: "*Youth Soccer Mania*" about US Youth Soccer's recent tournaments; "*Solid Landing*" about the Worcester Regional Airport; "*150 Years of Music*" about Music Worcester Inc. and "*A Trail for those with good taste*" about MA Wine & Cheese Trails.

Worcester Restaurant Week was featured in *MOTT's August Arts & Culture Bulletin*.

Website: The *Members Only* feature is live - have you been on lately? Register now to activate your login. You will be able to upload photos, get leads, update your organization's information, and more!

Press FAMs-thank you to our hosts! Italy's *Plein Air Magazine* sent Mauro Toccacelli to our regions to discover and photograph family-friendly budget travel. He was hosted by Talley's Corner B&B, Whitinsville; West End Creamery, Whitinsville, and OSV, Sturbridge.

The Irish Times is sending Kate Holmquist to cover family active getaways for August

Coupons - Packages - Deals

[Click here to see great deals offered by members!](#)

[Check out our featured summer package: History and Romance](#)

Send us your coupons! We currently feature dozens of deals on line.

CMCVB Board of Directors

Larry Davis, *Chair*
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Centrend

Ned LaFortune
Wachusett Brewing Co.

Paula Lawrence
Crowne Plaza Hotel

David McKeehan
North Central
Chamber of Commerce

2009.

The CMCVB has partnered with a number of members this summer for shared tourism benefits, including:

Jazz at Sunset series at the Ecotarium
Blackstone Valley Celtic Festival - July 25
50th Brimfield Antiques Show - July 13-18 and Sept. 8-13
Worcester Restaurant Week - Aug. 3-14
HOG Northeast State Rally Tour- Aug. 6-9
Blackstone Canalfest '09 - Sept. 12
Pet Rock Festival - Sept. 13

Conventions and Meetings

U.S. Youth Soccer recently held a series of national championship tournaments in Lancaster. The event brought in about 10,000 attendees, generating approximately \$3 million for the local economy.

We once again welcome the **Pan Mass Challenge**. This benevolent event has 5,204 registered cyclists - 3,000 volunteers and a \$30 Million fundraising goal. The August 1st start was at the Sturbridge Host Hotel.

Harley Owners Group (HOG) Northeast State Rally Tour will rev it up in the Sturbridge area August 6-8, bringing an estimated 1,200 attendees and generating approximately \$700,000 in economic impact.

MA Democratic Convention 2010 will come to the DCU Center. As many as 10,000 Democratic Party activists are expected to attend next year's Democratic State Convention, which officials announced will be held June 4 and 5, 2010 at the DCU Center.

Membership News

Can we provide more Visitor Guides to your site? The Visitor Guide is our #1 fulfillment piece and the benefits are many if you keep this guide visible and available to the public. Please call Monica if you need more. 508-755-7400 x 227.

Welcome New Members

Fins & Tales

Come and enjoy good food and good company in our historic location on Rte 131 in Southbridge. Whether it's full course dining or just a nibble, we now have two menus to suit your tastes. We do banquets and functions

Alexandra McNitt
Central South Chamber
at the Crossroads of
New England

Jim Moughan
DCU Center

Al Rose
Red Apple Farm

Nancy Salem
Salem Cross Inn

Henry Tessman
Double Tree Hotel
Boston/Westborough

Mike Vigneux
Colleges of the
Worcester Consortium

William Wallace
Worcester Historical Museum

Jamie Wolfe
CoCoKey Water Resort

CMCVB Staff

Reach us at 508-755-7400
or 866-755-7439

Donna McCabe
President

Kathy Ryan
*Convention Sales &
Group Tour Manager*

Cliff Carmel
*Membership Manager
& Special Events Coordinator*

Karen Matt
*Tourism, Public Relations
& Marketing Manager*

Marilyn Bieksha
*Exec. Assistant to the President
& Office Manager*

Monica Elefterion
Project Coordinator

Lauren Carroccia
Marketing Assistant

Paula Wallace
Bookkeeper / Financials

Join Our List

[Join Our Mailing List!](#)

Quick Links to websites

www.worcester.org

too.
858 Main Street, Southbridge, MA
508-764-3340
<http://www.finsandtales858.com>

EVO, American Dining Evolved.

Located adjacent to Living Earth, EVO brings food to a whole new level. The menu is packed full of delicious home cooked foods that everyone will love, even the finickiest of eaters. The selection of food also include panini melts, kobe burgers, pizzas, wraps, salads, and a list of desserts for the sweetest tooth! Full bar, including organic wines.
234 Chandler Street, Worcester, MA.
508-459-4240
<http://www.evodining.com>

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44 Portland Street, 5th Floor
Worcester, MA 01608
508.752.6430
www.milespress.us

Next Hospitality Host Meeting is Wednesday, August 26th at the Crowne Plaza in Worcester. This is a free networking breakfast to all members and their guests in Central MA. Please invite a colleague or pass on the word.

Upcoming Events

So Much So Close.... Be sure to check out our calendar at www.centralmass.org for our upcoming events, fairs and festivals.

August 3-14- [Worcester Restaurant Week!](#) In addition to 3-course dinners at \$20.09, KJ Baaron's will be offering FREE wine tastings every night of Restaurant Week from 5-6:30 p.m.

Opening **August 6-** Davis' Megamaze "The Lost Tomb" (corn maze) Sterling, MA.
August 9- [Wachusett Valley Folk Festival](#)
Westminster, MA

www.centralmass.org
www.massvacation.com

August 15- [Sachs Diamond Dash](#). A \$15,000 Hearts on Fire diamond ring is hidden in Worcester!

August 15- [2nd Annual Barbara J. Walker Butterfly Festival At Broad Meadow Brook, Worcester, MA](#). A family event: celebrate 78 species of butterflies.

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