

Massachusetts WORLD FEST



For Immediate Release:

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Massachusetts Launches WorldFest Promotion

New State Marketing Initiative Supports Multicultural Events and Celebrations

BOSTON, May 22, 2008 – The Massachusetts Office of Travel & Tourism (MOTT) and the Massachusetts Cultural Council (MCC) have partnered to create WorldFest, a celebration of Massachusetts’ summer cultural events. Bay Staters and visitors alike can visit massvacation.com/WorldFest to view a listing of multicultural events taking place in the Commonwealth between Memorial Day and Labor Day.

“There are so many wonderful, diverse events happening throughout Massachusetts this summer,” said Betsy Wall, executive director of the Massachusetts Office of Travel & Tourism. “Massachusetts residents don’t have to travel far distances, at great expense, to experience a new and exciting culture. There’s a whole world waiting for them in their own back yard.”

“WorldFest gives us the opportunity to highlight the Commonwealth’s rich cultural heritage and offerings,” said Anita Walker, executive director of the Massachusetts Cultural Council. “These events have been happening throughout Massachusetts for a long time and, together with MOTT, the MCC is proud to help get them the attention they deserve.”

The campaign is supported with funds appropriated by the state Legislature to promote cultural tourism in Massachusetts. The WorldFest campaign is being supported with an in-state print and online advertising campaign. Visitors to the WorldFest site can search for events by date, region or event name.

“We’re so pleased to have the Commonwealth support these great multicultural events,” said Julie McConchie executive director of the North of Boston convention and visitors bureau. “So many of these festivals and celebrations have little funding, they benefit greatly from the state’s commitment to promoting them through WorldFest.”

About MOTT:

The Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a leisure-travel destination in order to stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs and supporting the growth of travel-related businesses. MOTT serves as a leader in the tourism industry, bringing together the public and private sectors to promote Massachusetts as a leisure travel destination. Tourism is an integral part of the state's economy, generating more than \$887.2 million in state and local taxes and \$14.2 billion in travel related expenditures. The industry supports 125,800 in-state jobs

About The MCC:

The Massachusetts Cultural Council is a state agency that promotes excellence, access, education and diversity in the arts, humanities and sciences, to improve the quality of life for all Massachusetts residents and contribute to the economic vitality of our communities. The Council pursues this mission through a combination of grants, services, and advocacy for nonprofit cultural organizations, schools, communities, and individual artists. To learn more go to www.massculturalcouncil.org

WorldFest includes the following list of events. A most up-to-date listing can be found at www.massvacation.com/worldfest.

<u>Event</u>	<u>Date</u>	<u>City</u>
<i>June</i>		
Native American Inter-Tribal Spring Pow-wow & Crafts Festival	5/31–6/1	Topsfield
North End Street Festivals	6/1–8/30	Boston
11 th Annual Day of Portugal Weekend Festival	6/6–6/8	New Bedford
Southbridge FEST	6/5	Southbridge
Dragon Boat Festival	6/8	Boston
Aha! Night Celebrates New Bedford Cultures	6/12	New Bedford
Cambridge River Festival	6/14	Cambridge
Grecian Festival	6/13–6/15	Cambridge
Our Lady of Perpetual Help Church: “Summertime Polish Feast”	6/14–6/15	New Bedford
Third Thursdays International Festival	6/19	Lynn
Semana Hispana Festival	6/15–6/22	Lawrence
Scandinavian Midsummer Fest	6/21	Rockport
Provincetown Portuguese Festival and Blessing of the Fleet	6/26–6/29	Provincetown
Western Mass. Highland Games & Celtic Festival	6/28	Greenfield
St. Peter’s Fiesta	6/25–6/29	Gloucester
<i>July</i>		
North End Street Festivals	6/1–8/30	Boston
City of Bedford: “Greater New Bedford Summerfest 2008”	7/5–7/6	New Bedford
Annual Boston Harborfest	7/1–7/6	Boston
North Attleborough Cultural Council Gazebo Concert Series	Tuesday Evenings, 7/1–8/26	North Attleborough
Brockton Cape Verdean Day	7/27	Brockton
Cape Verdean Day Festival	7/4	Boston
New Bedford Summerfest & Blessing of the Fleet	7/4–7/6	New Bedford
Berkshire Arts Festival	7/4–7/6	Great Barrington

Cape Verdean Festival	7/4	Boston
Mashpee Wampanoag Annual Pow Wow	7/4	Mashpee
Bastille Day Street Dance Party	7/11	Boston
20 th Annual Green River Festival	7/18–7/19	Greenfield
Festival Betances	7/18–7/20	Boston
Glasgow Lands Scottish Festival	7/19	Northampton
Blackstone Valley Celtic Festival	7/12	Sutton
Lowell Folk Festival	7/25–7/27	Lowell
42nd Puerto Rican Festival & Parade	7/26–7/27	Boston
Yankee Homecoming Days	7/27–8/3	Newburyport
Feast of the Blessed Sacrament	7/31–8/3	New Bedford

August

North End Street Festivals	6/1–8/30	Boston
Pittsfield Ethnic Fair	8/3	Pittsfield
Fall River Celebrates America Waterfront Festival	8/8–8/10	Fall River
India Day	8/10	Boston
Great New England Feast of the Holy Ghost	8/21–25	Fall River
The Sorrento Cheese Fisherman's Feast	8/14–8/17	Boston
Latin American Festival	8/18–8/19	Worcester
Gloucester Waterfront Festival	8/16–8/17	Gloucester
Southeast Asian Water Festival	8/16	Lowell
Chinatown August Moon Festival	8/3	Boston
Plymouth Waterfront Festival	8/23–8/24	Plymouth
Caribbean Carnival Parade and Festival	8/23	Roxbury
Cambridge Carnival	8/24	Cambridge
Tanglewood Jazz Festival	8/29–8/31	Lenox
American Indian Pow Wow	8/30–9/1	Lenox
Festival of St. Lucia	8/30–9/1	Cambridge

September

Working Waterfront Festival	9/27–9/28	New Bedford
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