

# Massachusetts

It's all here.®

massvacation.com

## For Immediate Release

### **“GIVE MASSACHUSETTS” - THE ULTIMATE HOLIDAY GIFT THIS SEASON**

From the Art-lover to the Adventurer, Massachusetts Offers Unique Experiences  
for Everyone on Your List

BOSTON, December 10, 2009. Forget about the same old gifts: the “#1 Dad” mugs, the toys they’ll play with once, the winter scarf. Give the gift of an unforgettable Massachusetts experience, like skydiving lessons, a weekend at the Cape, box seats to a ball game, or a romantic stay at a Berkshires B&B. If you’re looking to give a truly unique gift this holiday, the Massachusetts Office of Travel & Tourism (MOTT) suggests you give the gift of an experience. [www.massvacation.com](http://www.massvacation.com) offers the ultimate unique holiday shopping list, just a click away. With only a few weeks left to shop, the perfect experience awaits everyone on your list: the Adventurer; the Art Lover; the Theatre Buff; the Shopaholic ; the Sports Fan; the Family; the Foodie; and the Enlightened One. Massachusetts has activities, events and attractions to satisfy everyone. A downloadable folding gift tag is available on the Web site.

“We want people to make the most of their holiday by sharing genuine and fun Massachusetts experiences,” said Betsy Wall, executive director of the Massachusetts Office of Travel and Tourism.

To begin your search for the perfect Massachusetts gift, visit: [www.massvacation.com](http://www.massvacation.com) or MOTT’s social networking pages on Facebook: <http://www.facebook.com/pages/Visit-Massachusetts/132857061913> and Twitter <http://twitter.com/VisitMA>.

The following is just a sampling of the gift ideas across the Commonwealth that can be found at [www.massvacation.com](http://www.massvacation.com)

For the:

- Adventurer: If it’s fast, high, or outdoors, the Adventurer loves it. Give your adrenaline junkie what he or she craves with the gift of adventure.
- Art Lover: The Art Lover sees beauty in painting, photography, and dance, and lives, eats and breathes music. The perfect gift, tickets to a museum or a gift card for a gallery.
- Theatre-Buff: Be it comedy or tragedy, the Theatre Buff craves drama. Give ‘em what they want with the gift of theatre tickets.
- The Shopaholic: Get on the Shopaholic’s nice list with the gift of what else - shopping! And who knows, you might just find something special for your special someone in the process.
- Sports Fan: Show the Sports Fan you’re a team player by getting him or her some tickets and offering to help with the face paint. Giant foam finger optional.

- Family Fun: Holidays are all about the Family. Surprise yours with the gift of a family excursion to a great hotel or inn and create a fun new holiday tradition.
- Foodie: Everyone knows the way to a Foodie's heart is through his or her stomach. Wine and dine your culinary enthusiast with a romantic dinner and wine tasting, or toast the holidays together on a brewery tour.
- Enlightened One: Open the Enlightened One's mind, body, and soul with the gift of adult education classes, yoga classes, or even a spa day.

**CONTACT:**

Lisa Simmons

(617) 973-8508

[lisa.simmons@state.ma.us](mailto:lisa.simmons@state.ma.us)

Ron D'Amico

Connelly Partners

(617) 521-5428

[rdamico@connellypartners.com](mailto:rdamico@connellypartners.com)

#

About MOTT:

*The Massachusetts Office of Travel and Tourism is the state agency dedicated to promoting Massachusetts as a leisure travel destination and 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. For more information about MOTT visit [www.Massvacation.com](http://www.Massvacation.com)*