

For Immediate Release:

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DISCOVER A NEW MASSACHUSETTS IN THE NEW YEAR

From Hidden Gems to the Newest Adventures, Let the Bay State Surprise you!

January 12, 2009 (Massachusetts) – Wave goodbye to 2008 and usher in 2009 with new ways to celebrate the New Year in Massachusetts!

From new hot spots to hidden gems, Massachusetts offers a diverse range of attractions for first-time visitors, as well as those who thought they've seen it all.

Check out www.massvacation.com for information on the Mass Value Pass, which offers discounts of up to 25% at over 300 hotels, restaurants and attractions, some of which are listed below.

New Hotels That Will Take Your Breath Away

Mandarin Oriental Boston

776 Boylston Street, Boston, MA 02199
(617) 535-8888

One of Boston's newest luxury hotels, pamper yourself with a visit to the Mandarin Oriental. Boston adds another fine facade and upscale spa to undoubtedly one of the most desirable addresses on Boylston Street. The hotel is connected directly to the Prudential Center, home to the city's premier businesses and boutiques, and blends the simple beauties of Oriental style with Bostonian elegance.

www.mandarinoriental.com

Yankee Cricket Bed and Breakfast

106 Five Bridge Road, Brimfield, MA 01010-9703
(413) 245-0030

Enjoy the quaintness and charm of an authentic 18th century inn with all the amenities of new construction. This bed and breakfast offers a number of specialty weekend packages with area restaurants and attractions, including: Murder Mystery Dinner Theater in conjunction with the Salem Cross Inn and Stageloft Repertory Theatre, old fashioned sleigh rides with Hollow Brook Farms and dog sledding with Northern Exposure Outfitters. Yankee Cricket also prepares custom itineraries for guests.

www.yankeecricket.com

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CoCo Key Indoor Water Resort (in the Royal Plaza Hotel)

Royal Plaza Hotel, 150 Royal Plaza Drive, Fitchburg, Massachusetts, 01420
(978) 342-7100

Where else can you go in Massachusetts in the middle of winter that is bright, sunny and 84 degrees? Chase away the winter blues while enjoying waterslides, rides, spas and more with this new division of the Coco Key Indoor Water Resort, located at the Royal Plaza Hotel in Fitchburg. www.cocokeywaterresort.com/Locations/fitchburg/index.aspx

Drink and Dine with Cheer for the New Year

Wachusett Brewing Company

175 State Road East, Westminster, MA 01473
(978) 874-9965

Toast with cheer to the New Year! Wachusett Brewing Company offers guided tours to provide a brief history of the brewery and walk visitors through the brewing, cellaring and packaging processes. The walking tour of the brewery takes anywhere from ten to 45 minutes, depending on whether visitors choose a condensed or full tour. To note, tastings are limited to two (2) 2oz. samples.

www.wachusettbrew.com/tours.htm

DJ's at the Garden

222 Friend Street, Boston, MA 02199
(617) 723-3222

Can't score tickets to a Bruins or Celtics game? Step into one of Boston's freshest sports bars! DJ's is determined to bring exceptional eats, a great selection of beer (over 80 choices), and a personable staff to the neighborhood around TD Banknorth Garden. There are also 25 HD TVs throughout the restaurant, which are ideal for watching sporting events.

www.djsatthegarden.com

Clink (in the Liberty Hotel)

215 Charles Street, Boston MA 02114
(617) 224-4000

Old becomes new at this restaurant, housed in the Liberty Hotel. Once the storied Charles Street Jail, The Liberty Hotel welcomes guests to Boston with the spirit of a landmark liberated following an extensive \$150 million acquisition, renovation and construction process.

In Clink, Executive Chef Joseph Margate's menu showcases his classically-trained European technique coupled with the freshness of in-season American ingredients. Vestiges of original jail cells create cozy nooks for dining, and an open kitchen displays the theater of cooking as each stylish dish is prepared.

www.libertyhotel.com/clink

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Reconnect With Your Inner Child (or Just Bring One)

Eric Carle Museum of Picture Book Art

125 West Bay Road, Amherst, MA 01002
(413) 658-1100

Both the young and the young-at-heart will enjoy this unique museum. The 40,000 square-foot building houses three Galleries dedicated to rotating exhibitions of picture book art from around the world; a hands-on Art Studio for creating masterpieces of one's own; an Auditorium for performances, films, and lectures; a comfortable Library for reading and storytelling; a Café serving simple and delicious fare; and a Museum Shop stocked with creative gifts and old and new picture book favorites.

www.picturebookart.org/Home

Noble & Cooley Center for Historic Preservation

42 Water Street, Granville, MA 01034
(413) 357-8814

Discover your inner rock star! The Noble and Cooley factory site has been manufacturing drums since 1854, from toy drums to drums for the Civil War, and for the past 20 years, high quality professional snare drums and drum sets.

www.ncchp.org

A New Year. A New President. A New Star?

John F. Kennedy Hyannis Museum

397 Main Street, Hyannis, MA 02601
(508) 790-3077

www.jfkyannismuseum.org

As the Nation begins the New Year by swearing in a new President, revisit the legacy of former President John F. Kennedy. The permanent exhibit features four rooms of distinctly different aspects of the former President's life on Cape Cod. As he once said, "I always go to Hyannisport to be revived, to know again the power of the sea and the master who rules over it and all of us."

Loines Observatory

4 Vestal Street, Nantucket MA 02554
(508) 228-9198

www.mmo.org/subcat.php?art_id=29&cat_id=4&subcat_id=11

Discover new sights as you climb a ladder to the eyepiece of a fine, old telescope and sample the view of the distant heavens. The observatory is open for public viewing on a regular schedule year round and for frequent special astronomical events.

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.

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