



For Immediate Release

**February School Vacation Week Survival Picks From
The Massachusetts Office of Travel + Tourism**

The Best of MA To Keep The Kids Learning, Entertained And Out Of The House

BOSTON, February 2, 2010. It arrives every year whether its welcomed or feared by parents across New England: February School Vacation Week. This year, the Massachusetts Office of Travel + Tourism (MOTT) provides parents with a “February School Vacation Week Survival Guide” with suggestions of the best events, activities and attractions to enjoy with the kids and beat any wave of cabin fever. Whether it’s educational, pure entertainment, active or quirky destinations, tourist attractions across the state offer special events for children and their families. And better yet, many offer discounts, extended hours and other perks.

“School Vacation Week is a great time to explore fun and exciting activities all around the Commonwealth”, said Betsy Wall, executive director of the Massachusetts Office of Travel and Tourism, “There’s plenty do to right here in Massachusetts”.

You can find additional vacation week suggestions at 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 locations across the Commonwealth to keep the kids busy and entertained. More can be found at www.massvacation.com.

Educational Destinations:

Berkshire Scenic Railway Museum (Lenox, MA)

<http://www.berkshirescenicrailroad.org/>

Restored 1902 depot with railroading exhibits and model train displays; Berkshire Cottages exhibit in vintage railroad coach; 90-minute narrated ride.

EcoTarium - A Museum of Science & Nature (Worcester, MA)

<http://www.ecotarium.org/>

A unique indoor-outdoor museum set in an urban oasis. The EcoTarium offers a chance to walk through the treetops, take a thrilling multimedia journey through the galaxy at a digital planetarium, meet wildlife, stroll nature trails, ride a narrow-gauge railroad, and get hands-on with family-friendly exhibits. Check out an EcoTarium favorite, Cosmic Collisions, and experience a thrilling trip through space and time to see the explosive encounters that shaped our solar system.

Boston Children’s Museum

<http://www.bostonchildrensmuseum.org/>

The newly renovated Boston Children's Museum continues to build innovative, meaningful, and fun exhibits. The emphasis on hands-on engagement and learning through experience has inspired museums worldwide. Designed for children and families there are exhibits focused on science, culture, environmental awareness, health and fitness and the arts.

Imagine That (Lawrence, MA)

<http://imajinethat.com>

Imagine That is an interactive education playspace where imaginations truly come alive! We cater to children 0-9 and our programming includes daily workshops, drop-off, birthday parties & free play!

Berkshire Museum (Pittsfield, MA)

<http://www.berkshireremuseum.org>

Art, natural science, and history exhibits; 30-tank aquarium; Little Cinema; dinosaur dig, Native Americans, Ancient Egypt, family programs, & more. Make sure to check out the new Feigenbaum Hall of Innovation dedicated to Berkshire innovators with worldwide impact.

Whale Center of New England (Gloucester, MA)

<http://www.whalecenter.org>

Come see our humpback whale skeleton! We have been conducting research on whales for 30 years. Visit our exhibit and learn all about the marine mammals found in New England. Take a trip on our research boat, the Mysticete.

Children's Museum in Easton

<http://www.childrensmuseumineaston.org/Home.asp>

Interactive exhibits in the arts, sciences, and humanities; located in historic old fire station.

Battleship Cove (Fall River, MA)

<http://www.battleshipcove.org>

Visit the world's largest collection of historic naval ships. Tour five National Historic Landmarks: Battleship Massachusetts, Destroyer Joseph P. Kennedy Jr., Submarine Lionfish, and PT Boats 617 & 796. Bay State's official war and 9/11 memorial. Open year-round, daily from 9-5. Home of the Fall River Carousel.

Entertainment Destinations:

Disney On Ice presents Let's Celebrate! (2/12/10 - 2/21/10)

www.tdgarden.com

This all-new show visits Boston, MA from Friday, February 12 through Sunday, February 21 for 16 performances at the TD Garden. Audiences are invited to make an ordinary day extraordinary and enjoy some of the world's most popular festivities, including a winter wonderland with Mickey Mouse and Minnie Mouse, a Halloween haunt with the Disney Villains, a Hawaiian luau with Lilo and Stitch, a Royal Ball with the Disney Princesses, a Very Merry Unbirthday Party and more in one action-packed and positively unforgettable celebration! Disney On Ice presents Let's Celebrate! features more than 50 characters from 16 Disney stories live on ice, including Tiana, the newest Disney Princess from Walt Disney Pictures' The Princess and the Frog.

Museum of Science - Harry Potter: The Exhibition (Boston, MA, through 2/21/10)

<http://www.mos.org>

In Harry Potter: The Exhibition, visitors will have the opportunity to see up-close how incredibly creative ideas can be realized through innovation, design, and expert craftsmanship. Guests will discover how filmmakers and designers met the challenge of bringing to life a magical and complex world complete with unforgettable characters. In addition, a ticket to Harry Potter: The Exhibition also includes general admission to the Museum and access to more than 700 science and technology exhibits and programs.

Patriot Place (Foxborough, MA)

<http://www.patriot-place.com>

Adjacent to Gillette Stadium, Patriot Place features more than 1.3 million square feet of shopping, dining, and entertainment. □□ You will find major fashion retailers, live and interactive entertainment, eateries, a four-star hotel, state of the art theatre and much, much more.

Active Destinations:

CoCo Key Water Resort (Danvers, MA)

<http://www.cocokeywaterresort.com>

New England's largest indoor water resort is located 30 minutes North of Boston at the Sheraton Ferncroft. A newly renovated 366 guest room and suite hotel offering various dining options, the new Atlantis Sports Clubs & Spa with a indoor Olympic pool and sauna, a Starbucks, the Link a internet lounge and more than 30,000 sq ft of meeting and event space.

Outdoor Ice Skating

<http://massparks.org>

From the Berkshires to The Cape, there are many outdoor skating rinks to choose from that are located in urban and country landscape settings for beginners or avid skaters to perfect that landing.

Mt. Wachusett State Park

<http://www.wachusett.com/>

Welcome to Wachusett Mountain! With our big-mountain resort atmosphere, friendly staff and convenient location, you'll feel like you're on vacation yet we're right in our own backyard!

Wild Life Destinations:

The Zoo in Forest Park & Education Center (Springfield, MA)

<http://www.forestparkzoo.org>

The Zoo has a large variety of animals from around the world including mountain lions, kangaroos, primates and more.

Love is in the Air at Franklin Park & Stone Zoo's (02/13/10 - 02/20/10)

<http://www.zoonewengland.org>

Get in the "love groove" at Franklin Park Zoo or Stone Zoo during February School Vacation Week! Bring a valentine to the Zoo or make one there for your favorite animal. The animal who receives the most will be crowned "Zoo Sweetheart 2010." One lucky winner will be chosen from among his or her "valentines" to receive a Behind-the-Scenes Tour of the Zoo for the whole family. Additional highlights include: Opportunity to participate in a variety of creative and educational animal-related activities, Zookeeper encounters, and, other surprises throughout the week.

ZooQaurium (West Yarmouth , MA)

<http://www.zooquariumcapecod.net>

Seal and sea lion show; native wildlife; aquarium; petting zoo; Cape Cod tidal pool.

Animal Adventures (Bolton, MA)

<http://www.AnimalAdventures.net>

Family Zoo & Science Center. Open to the public year-round, rain-or-shine! General admission Guided Adventure Tour. Exotic animals - Fun & Educational for ALL ages. Live Animal Presentations. Hands-on exhibits! Presentations available for travel - Book any premium presentation before March 15 and enjoy a free additional Premium Animal added to your program.

New England Aquarium (Boston, MA)

<http://www.neaq.org>

Thousands of animals from around the world. Four-story giant ocean tank with sea turtles, sharks, and tropical fish. Penguins and seals, sea stars, horseshoe crabs and sea urchins. Shark and ray touch tank; IMAX theater.

Quirky Destinations:

Hebert Candy Mansion (Shrewsbury, MA)

<http://www.hebertcandies.com>

America's first roadside candy store. Free factory tours; seasonal events.

Cape Cod Potato Chips Factory

<http://www.capecodchips.com>

The Cape Cod Potato Chip factory is one of the Capes top tourist destinations with over 250,000 visitors annually. See potato chips being made on a self-guided tour of the factory.

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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