

For Immediate Release

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Massachusetts Launches Third Annual WorldFest Promotion

A series of Multicultural Celebrations throughout the Commonwealth, Summer 2010

BOSTON, June 1, 2010 –Massachusetts Office of Travel & Tourism (MOTT) and The Massachusetts Cultural Council (MCC) have partnered for the third consecutive year on WorldFest, an array of Massachusetts’ summer ethnic and cultural festivals, feasts and celebrations. By visiting massvacation.com/WorldFest, visitors and residents can view a listing of multicultural events taking place in the Commonwealth this summer between Memorial Day and Labor Day.

“The Commonwealth is rich with diverse cultures,” said Betsy Wall, executive director of the Massachusetts Office of Travel and Tourism, “with the many fairs, parades and carnivals that celebrate this diversity, we hope that visitors will take advantage of visiting the world that exists in our own backyard.”

“This collaboration is key to drawing visitors to our cultural offerings that are plentiful throughout the state,” said Anita Walker, executive director of the Massachusetts Cultural Council, “with little to no funding, these festivals really benefit from the added promotion boost we can give them.”

The campaign was created in 2008 and visitors to the Worldfest site can search for events by date, region or event name. Contact information and the location of each event are also provided on the site.

“We are grateful for the Commonwealth’s efforts to support these great multicultural events,” said Matt Morrissey, executive director of the New Bedford Development Council, “we have 13 major ethnic festivals in new Bedford and any opportunity to aid in the promotion of these events, only further helps in promoting this region.”

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 \$944 million in state and local taxes and \$15.1 billion in travel related expenditures. The industry supports 127,800 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.

Boston Folk Festival-Boston, Sunday June 6, 2010

This festival is sponsored by WUMB FM Radio. The event takes place on the UMASS Boston campus and offers a tribute to the Massachusetts Folk Music Tradition.

Scandinavian Midsummer Fest-Rockport, June 26-27, 2010

This event celebrates the Scandinavian community of Rockport. Members dress up in traditional costume while hosting a Maypole dance, live music, and homemade foods.

The Old Deerfield Summer Craft Fair and Art Festival-Deerfield, June 19-20, 2010

This annual event has been recognized for its traditional crafts and fine arts. The festival offers a variety of furniture, pottery, and fine arts as well as food products from over 60 local farms.

Annual Festival Betances-Boston, July 16-18, 2010

This festival will be celebrating its 36th year this July. Produced by Inquillinos Boricuas en Accion, Casa de la Cultura, and the residents of Villa Victoria, this event celebrates Puerto Rican and Latino arts and culture through a variety of family events, traditional foods, crafts and vendors.

Dragon Boat Festival-Boston, June 12-13, 2010

This festival hosts Dragon boat races, dance, and traditional Chinese crafts and food in honor of ancient Chinese Poet, Qu Yuan.

Brockton Cape Verdean Day-Brockton, July 25, 2010

This annual celebration honors the culture of Cape Verde.

Greater New Bedford Summerfest-New Bedford, July 3-4, 2010

Celebrating its 15th year, this festival brings over 150 performers and artisans to the historic district of New Bedford. The two day festival hosts folk music on seven stages throughout the New Bedford Whaling Historical Park, The Artisan's marketplace, the Fine Arts Area, and the International Bazaar.

Latin American Festival-Worcester, August 21, 2010

This festival celebrates Latin American culture through a variety of musical performances, crafts, and traditional cuisine.

Bread and Roses Festival-Lawrence, September 6, 2010

This 25th annual celebration honors Lawrence's labor history and ethnic diversity. The event features a variety of music and dance, poetry, drama, food, tours, and historical demonstrations at the site of the Bread and Roses strike.

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