the district
new london historic waterfront

Promotion Committee

Quarterly Report – Spring 2009

By Tracy Tremblay, Promotion Coordinator

The warmer weather brings much anticipation for our spring and summer events. On Wednesday, May 13th, the *Spring Food Stroll* will be introducing an exciting new element to this popular event (see pg. 5).

Summer events *Fish Tales, Tugs & Sails* and *Celts & Currachs* continue to grow in popularity and have become unique regional events that attract thousands of people to the Waterfront Park.

On Saturday, July 25th, 11am to 5pm, children are invited to *Explore the Blue Planet* at *Fish Tales, Tugs & Sails*, an event that combines environmental, maritime and literacy themes. These themes are conveyed with the help of almost a dozen famous children's authors, illustrators and interactive performers. Children enjoy sea critter encounters with Mystic Aquarium touch tanks and on board Project Oceanology's research vessel. Children's crafts, food and merchandise vendors round out a day full of adventure and exploration.

On August 22nd, noon to 6pm, the *Celts & Currachs* festival provides the opportunity to learn about Celtic cultures and traditions in a festive and fun environment. Over a half dozen musical acts such as Hanneke Cassels, Aoife Clancy and festival favorite Danny O'Flaherty have been asked to perform. The Mystic Highland Country Dancers, Spirited Souls Irish Step Dancers and the Mystic Highland Pipes & Drums will all return to the stage. A parade of Celtic Nations will officially kick off the celebration, which will also highlight the popular currach races.

District Map & Guide updated inserts will be ready for the summer tourism season. A committee is forming now. Call us if you'd like to help!

There is no better time than now to volunteer to help on these activities. Contact Joanne at volunteer@newlondonmainstreet.org or call 860.444.2489 today to get involved!