

CITY OF NEW BRITAIN



Office of the Mayor

FOR IMMEDIATE RELEASE:

April 1, 2015

Contact: Bill DeMaio

Office: 860-826-3360

Mayor Erin E. Stewart Revives Main Street USA

NEW BRITAIN—Mayor Erin E. Stewart announced today that the city is bringing back the popular Main Street USA event to Walnut Hill Park on Saturday, Sept. 19, 2015 from 10:00 a.m. to 10:00 p.m.

The street fair got its start on Oct. 9, 1976, when the country was celebrating its bicentennial. Over the decades, it has drawn tens of thousands of visitors to the city. It was last held during the 1990s.

“Many remember the infamous Main Street USA festival from years ago, which filled the downtown streets with food, music, entertainment, and fond memories,” the Mayor said. “Main Street USA celebrated the diversity of our city and I’m excited to revive one of the city’s signature events.”

The Mayor has instructed the Parks, Recreation, and Community Services Department to oversee the planning of the festival. “The Mayor has asked us to include as many people and organizations in the city as possible,” said Bill DeMaio, Director of the Parks and Recreation Department. “The department will be gathering a volunteer organizational committee to offer ideas. Volunteers will also be able to sign up to work the event.”

In an effort to avoid the downtown construction taking place as part of phase three of the Streetscape project and to reduce road closure costs, the street behind the Darius Miller Band Shell will be temporarily renamed Main Street for the day.

There will be two stages filled with a mixture of local and professional talent throughout the day. A variety of street walking entertainers such as magicians, clowns, stilt walkers, and bag pipe performers will please the crowd. A beer garden, set up next to one of the stages, will be organized for the adults to enjoy. A kids zone will include a myriad of inflatable toys for all ages. Jousting, moonwalks, obstacle courses, basketball challenges, and games of chance will all be on hand. A wristband will be available for purchase in order to make the event affordable for all families. A senior citizen tent is planned to be set up with tables and chairs under the big top to enjoy stationary entertainment along with winning valuable prizes.

“No doubt there will be a parachutist dropping from the sky hitting a target on the field in the park,” said Erik Barbieri, Superintendent of Recreation. Not only will there be a parachutist but there will also be hot air balloon rides.

Shortly, the Parks, Recreation, and Community Services Department will be accepting applications from participants who wish to secure a booth at the festival on a first come, first served basis. Pricing of booths include:

- Arts and Crafts: \$100.00
- Non -profit informational/advertising booth: \$100.00
- Non-profit selling product /food: \$250.00
- For- profit booth for product /food: \$450.00

Any schools interested in having their chorus, band, or drum corps perform, should contact the department. Any companies or civic groups wishing to sponsor a tent, stage, or entertainer in return for advertisement should immediately contact organizers. Sponsorships begin at \$500.00, and Platinum sponsors max out at \$10,000.00.

For more information, please contact the department at 860-826-3360. More details will be released as plans are made. For now, save the date and get your organization involved in some way.