



FOR IMMEDIATE RELEASE

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**KICKING OFF SUMMER NIGHTS 11th YEAR
Sponsors Still Needed - Pony Rides, Rock Climbing Wall and More**

Southborough, MA – June 20, 2014 – The Southborough Summer Nights event is bringing together another spectacular evening of entertainment, fireworks and family fun for Southborough residents. This year will mark the 11th anniversary of the locally funded event which will be held on Saturday, August 23, 2014 at the Neary School with a rain date of August 24th.

Better Her Than Me will be with us again this year due to wide popularity. “We received so much positive feedback, we are thrilled to have them entertain us again this year”, said Susie Cabral, President of FOSR. St. Mary’s Credit Union will once again sponsor the band.

Our main attraction – the fireworks display put on by Atlas Pyro Vision Productions – will return to the Neary field to ensure its spectacular display as in past years, while still maintaining extra room for the attractions. The fireworks could not be possible without our generous sponsors, this year co-sponsored by Bill Depietri of Capital Group Properties and Brendon Giblin of Brendon Properties.

Each year, the Summer Nights group continues to address attractions to include every age group. Particular attention to long lines for popular attractions and providing better foot traffic to the booth's has also been addressed - more ponies and face painters have been added as well as bringing attractions to the lawn area where the booths reside. So far, Eagle Leasing, Little V Designs, Fay School, Ken's Foods, Long Automotive Group, Marlborough Savings Bank, Middlesex Savings Bank, New England Center for Children, Phanuef Concrete Cutting & Breaking, Senator Eldridge, Skyrise Children's Theater, Southborough House of Pizza, State Representative Carolyn Dykema, The Boston Spine Group, Thrive Coaching and Consulting Group, and Tomasso Trattoria have committed their sponsorship. For food, Dominos of Southborough, Quizno's, Dean's Concessions, and Trombetta's Creamery have also already committed to this year.

Southborough Summer Nights could not be possible without the support and commitment of our sponsors. This event is entirely funded by their donations and each year they

willingly support this event. “Our local businesses are incredibly generous year after year and we can’t thank them enough”, said Ferguson.

We are still in need of several sponsors for the attractions including the increased ponies, wrecking ball and rock climbing wall. Each year, we do our best to recognize our sponsors and increase their exposure through this event and this year is no different. If you are interested in sponsoring an attraction, please contact the Recreation Department.

Support from the community is not limited to monetary donations. An event this large requires a commitment from the town as a whole. The event relies heavily on the assistance of the Police, Fire, CERT (Community Emergency Response Team), MRC (Medical Reserve Corp) and Public Works Departments. The Fire Department provides the truck and sets up the popular bubble romp for the children and must be on hand for the fireworks display. The Police assist with parking, safety and crowd management. The Public Works Department helps with many aspects of setting up the event to cleaning up after the event. “Each year, we appreciate the help and support the Town departments provide to us” said Ferguson.

We invite all local businesses and residents to join the Southborough Summer Nights Facebook page to receive up-to-date information on the event and up-coming deadlines. All interested sponsors, advertisers, booth and food vendors can download applications from the page or contact the Recreation Department. In order to ensure success at the event, volunteers to supervise each activity are necessary, so please consider donating your time. We look forward to this year’s 11th Celebration.