

FOR IMMEDIATE RELEASE

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Cambridge Arts Council Announces New Location for 35th Cambridge River Festival

Cambridge, MA - Cambridge Arts is excited to announce a new location for our benchmark 35th Anniversary of the Cambridge River Festival!

For 2014, the River Festival will be diverted to the cultural hub of Cambridge: **Central Square Cultural District**. The temporary festival site will begin at Prospect Street and continue eastward down Massachusetts Avenue to Jill Brown-Rhone Memorial Park where it will turn and run the length of Sidney Street to Pilgrim Street.

The Cambridge River Festival has occurred on the banks of the Charles River since its inception in 1977. This year, our long time partner and generous supporter, Harvard University, has major construction underway along the historical festival site on Memorial Drive between JFK Street and Flagg Streets. In addition to construction, Harvard is also hosting several other significant events on the same weekend as the festival. Due to this activity, as well as ongoing construction and accessibility work underway at the Larz Anderson Bridge and the Weeks Footbridge, the festival is being temporarily relocated for the June 2014 event.

“The Cambridge Arts Council and Harvard University have enjoyed a strong partnership related to the Cambridge River Festival during the past three decades. Given the construction work underway on campus and on DCR-owned properties adjacent to the site, we worked jointly with the university and the City of Cambridge and determined that a temporary festival move would be in the best interest of the public. The move to Central Square will further expose the dynamic nature of the city’s downtown Cultural District and provide opportunities to involve new partners and audience for the event. We are embracing this temporary move and celebrate the creative spirit that will make it a success.” says Executive Director Jason Weeks.

Cambridge River Festival is a free arts & cultural event that will take place on Saturday, June 7, 2014 from 12Noon - 6pm in its new location of Central Square along Mass Ave and Sidney Street. This venerated event has become a treasured institution, celebrating high-quality art and the vibrant and diverse cultural activity in Cambridge.

CAMBRIDGE RIVER FESTIVAL SPONSORS (As of March 10, 2014)

Event Sponsors: Harvard University, Irving/Harding House, Sparkling Ice

Site Sponsors: City of Cambridge and Forest City Enterprises, Inc.

Media Sponsors: Art New England, ArtsBoston, Artscope, Dig Boston, Scout Magazine, WGBH

PRODUCED BY CAMBRIDGE ARTS

Cambridge Arts Council, a city agency that funds, promotes, and presents high-quality, community-based arts programs for the benefit of artists, residents, and visitors. Established in 1974, Cambridge Arts Council is one of the oldest and most dynamic arts agencies in the country. Operating in partnership with the CAC Fund, Inc., a public nonprofit, support comes from local government, private foundations, corporate and individual donors.

The Cambridge Arts Council is supported in part by the City of Cambridge, the National Endowment for the Arts, and the Massachusetts Cultural Council, a state agency.

Cambridge Arts exists to ensure that the arts remain vital for people living, working and visiting Cambridge.

www.cambridgeartscouncil.org or 617-349-4380 or TTY/617-349-4621

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