



FOR IMMEDIATE RELEASE

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SALEM & RADIO 92.9 PARTNER TO PRODUCE HALLOWEEN CONCERT

The Dancing Nancy Band will headline finale event

Salem, MA... The City of Salem, Destination Salem, and Boston's Radio 92.9 are partnering to produce a Haunted Happenings finale concert for October 31st in Salem, Massachusetts. The concert will feature Dancing Nancy and an opening act that will be selected through a talent competition. Cross promotion of the event, and of Halloween in Salem, will include a strong public safety message to encourage Halloween revelers to be safe, smart, and savvy visitors.

The concert will be held on a mobile stage that will be installed on Washington Street at Lynde Street, providing a finale event that will be followed by fireworks over the North River.

"Our intention is to create a festive close to Halloween and the Haunted Happenings season," says Salem Mayor Kim Driscoll, "In addition to entertaining the crowds, the concert and fireworks are an important public safety tool, giving the crowd a clear indication that they have had their fun, the night is over, and it is time to go home."

Hailing from Fall River, Dancing Nancy is a Dave Matthews Band tribute band that also plays covers of popular adult alternative songs from the 1980s and 90s. The opening act will be determined by a talent competition that will be conducted by Radio 92.9. The station held a similar competition for their annual Earthfest concert, which received more than 350 submissions.

This concert will be held in addition to live outdoor music throughout Salem on Halloween night, including the Under Cover Band on Front Street, DJs on Salem Common and Derby Street, and another musical act on Hawthorne Boulevard. The DJs and bands performing around Salem will conclude their performances at 10:00 PM and direct the crowds to the main stage on Washington Street for the finale concert and fireworks.

Halloween falls on a Saturday this year for the first time since 1998. "Depending on the weather, we could have 100,000 people in Salem on Halloween this year," says Kate Fox, executive director of Destination Salem, "Halloween in Salem is recognized internationally as a great street party. We want Halloween, and all of Haunted Happenings, to be fun and festive. Providing live music throughout the downtown entertains our visitors and ensures they have a positive experience visiting Salem."

City officials are working with the MBTA to coordinate additional commuter rail service into and out of Salem for Halloween. People plan on visiting Salem for Halloween should buy event tickets well

in advance, plan safe costumes, know that public drinking is illegal and not tolerated, and plan to leave Salem at the conclusion of the Halloween festivities at 11:00 PM.

Radio 92.9 will kick-off promotion of the competition for the opening act on October 1st. Promotion of the Halloween concert will begin mid-October. Additional information on Haunted Happenings and Halloween night can be found on HauntedHappenings.org.

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About Salem: Salem, Massachusetts, is a destination recognized around the world for its rich history, which includes the tragic Salem Witch Trials of 1692, the glorious maritime era that left its indelible mark on Salem through architecture, museums, and artifacts, and for its month-long celebration of Halloween. Today Salem more than 800,000 visitors come to Salem annually, generating more than \$55.6 million in tourism spending.

As the destination marketing organization for the City of Salem, Massachusetts, Destination Salem cooperatively markets Salem as one of Massachusetts' best destinations for families, couples, domestic, and international travelers who are seeking an authentic New England experience, cultural enrichment, American history, fine dining, unique shopping, and fun.