



City of New Bedford  
Scott W. Lang, Mayor



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## P R E S S   R E L E A S E

### City Celebrates! New Year's Eve

**New Bedford, Massachusetts**-The City of New Bedford is pleased to announce a partnership with AHA! to present a new family-based New Year's Eve celebration, *City Celebrates! New Year's Eve*. An evening of family friendly programming modeled after AHA! Nights is planned from 4-8 p.m. on New Year's Eve in Downtown New Bedford. The event will provide authentic artistic and cultural entertainment and activity with a focus on local performers, retailers, and restaurants. The night will feature young performing artists, street theater, and participatory activities for children, and will culminate in a festive display of fireworks.

"The AHA! partners are very excited to work with the City of New Bedford to host *City Celebrates! New Year's Eve*," said AHA! Director Lee Heald. "We believe that this is a great opportunity for families to celebrate with activities of interest to all ages. It is a chance to experience a full night of arts and cultural programming in the vibrant historic district of downtown New Bedford."

"I am certain that this event will be one of which we can all be proud and will spark a wonderful new tradition in the City of New Bedford," Mayor Scott Lang said of *City Celebrates! New Year's Eve*.

Performances by the Toe Jam Puppet Band, Santa Mamba, the Hep Cats swing dancers and storytellers have already been scheduled. The artMOBILE will be providing arts activities for young children at the New Bedford Art Museum. The Whaling Museum Plaza will have "Fire and Ice" with ice sculpting and the Fire Dancers from UMASS Dartmouth. Like all AHA! nights, *Celebrates! New Year's Eve* will be free and open to the public.

The AHA! (Arts-History-Architecture) project has been creating free monthly events in New Bedford since July 1999 and has produced a critically acclaimed program with a stellar track record. The Steering Committee of AHA! has welcomed the Mayor's invitation to assist with the organization of this year's New Year's Eve celebration.

The AHA! brand has become recognizable throughout the regional arts and culture community. The project has received the support of the Massachusetts Cultural Council from the inception of the project and it is currently identified as one of the most successful grantees, as well as a model of the Adams Grant Program for the Creative Economy. In addition, AHA! is funded by The Island Foundation, The City of New Bedford (Mayor Scott W. Lange), the local business community and corporate funders and all participating 49 AHA! Partners. AHA! is a project under the Community Foundation of Southeastern MA.

AHA! and the City are joining other emerging arts and cultural interests to support the New Year's Eve event, which is the latest of ongoing efforts to revitalize the downtown area. The event's partners believe the new time and focus will encourage an expanded level of participation from SouthCoast communities outside of New Bedford.

A schedule of the evening's activities will be posted on [www.ahanewbedford.com](http://www.ahanewbedford.com)

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