discover CENTRAL MASSACHUSETTS

spring | summer visitor's guide



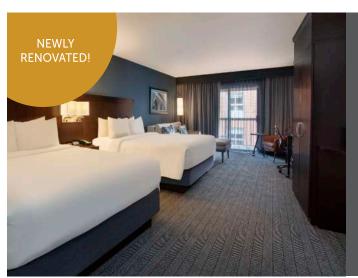
Join us in celebrating the City of Worcester's 300-year history!



O F DISCOVERCENTRALMA
VISITCENTRALMA



visit DISCOVERCENTRALMA.ORG for events + more travel tips!



COURTYARD

HOTEL AMENITIES

- Onsite Bistro Restaurant & Bar
- Indoor pool
- Fitness center
- 700 sq. ft. meeting and event space

Courtyard by Marriott® Worcester 72 Grove St. Worcester, MA 01605 508.363.0300 Marriott.com/BOSWR

We're back and better in the WOO!

Our hotels have everything you need for a restful stay in Worcester.

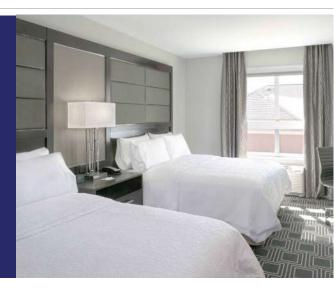


HOTEL AMENITIES

- · Free breakfast
- · Indoor pool
- Fitness center
- 651 sq. ft. meeting and event space

Hampton inn by Hilton's Worceste

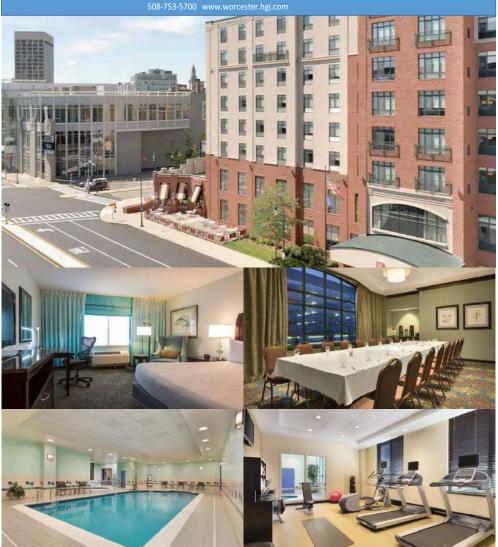
65 Prescott St. Worcester, MA 01065 508.886.9005 hamptonworcester.hamptonbyhilton.com



EVERYTHING RIGHT WHERE YOU NEED IT.

- ADJACENT TO THE DCU CONVENTION CENTER
- 200 GUEST ROOMS INCLUDING 12 SUITES
- 8 MEETING & EVENT SPACES
- SECURED GARAGE PARKING
- **GARDEN GRILLE RESTAURANT**
- ONSITE UNO PIZZERIA & GRILL
- INDOOR POOL AND FITNESS CENTER







- Taste
- Experience
- Shop
- **Explore**

Say hello to Downtown Worcester

stunning murals, specialty shopping, and new experiences await you at

It's all here







Cheers to 25 Years! 1997-2022



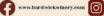
Live Local Music Daily

Extensive selection of handcrafted wines, available by the glass or bottle, along with wine sangrias and wine slushees!

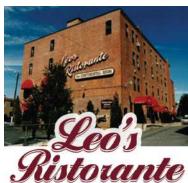
Open 7 days a week

Memorial Day-Columbus Day Hours: Sunday-Thursday Ham-6pm Friday & Saturday Ham-Spm

3305 Greenwich Road, Hardwick, MA 01082 413-967-7763







FUNCTION ROOM AVAILABLE WEDNESDAY IS BOGO PIZZA

DINE IN OR TAKEOUT **OPEN 7 DAYS A WEEK**

DINNER ONLY: MONDAY-SATURDAY 4:30PM TO CLOSING SUNDAY 4PM-9PM

11 LEOTURO WAY WORCESTER, MA 01604 508-753-9490 LEOSRISTORANTE.NET





WOSSEZZ.

2022 GAME SCHEDULE

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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17 LHV 4:05	18	19 5YR 6:35	20 5YR 6:35	21 5YR 6:35	22 SYR 6:35	5YR 6:35
24 SYR 1:05	25	26 BUF 6:45	27 BUF 12:15	28 BUF 6:45	29 BUF 6:45	30 BUF 4:05

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15 ROC 1:05	16	17 SWB 6:45	18 5WB 6:45	19 SWB 6:45	20 5WB 6:45	5WB 4:05
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WEEKLY PROMOTIONS

THURSDAYS

TAKE TWO TUESDAYS! GIVE-A-WEDNESDAY WITH A LINEUP OF 7 BOBBLEHEADS!





FRIDAYS

ONIBANK

Freworks

SATURDAYS
SUNSET CATCH
ON THE FIELD
PRESENTED
BY DUNKIN'



KIDS RUN THE BASES PRESENTED BY HP HOOD



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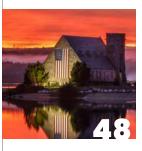
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WELCOME to the Heart of the Commonwealth

Discovery starts here.

It's an excellent year to visit Central Massachusetts because the City of Worcester is celebrating a 300th anniversary, and you're invited to join the fun! Worcester Tercentennial Weekend is June 10th through June 12th and includes fireworks, a parade, festival, and so much more. To help plan your trip, this guide shares a roundup of local gems, establishments with authentic New England charm, plus more events you won't want to miss. Stay at a luxury hotel, a historic inn or a family-friendly campground. Any way you spend your time here, you're bound to return and share your trip with others! Show us what you discover by tagging @DiscoverCentralMA on social media.



Monique Messier
Executive Director
Discover Central Massachusetts



Central MA **BY THE NUMBERS**



Worcester is the 2nd largest city in New England & home to the DCU Center, a 14,000-seat Arena & **Convention Center**



18 hotels throughout Central MA



22 state parks

offer excellent

hiking trails

11 colleges and universities



create a lively culture in the region



100+ restaurants are located in Worcester, MA



18+ farmers markets to try in-season local flavors



26 museums to explore everything from fine art to history and science

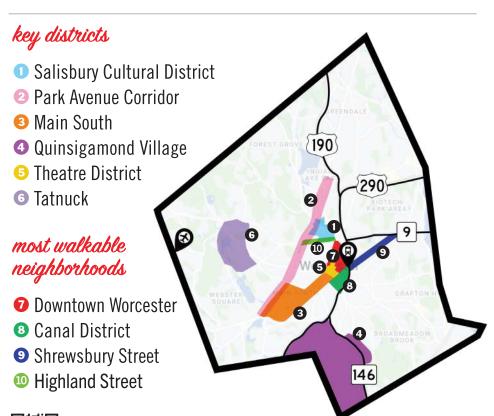


22 trains run through Union Station each weekday + 8 on weekends, in addition to dozens of buses. Worcester Regional Airport offers direct flights & many major highways provide plenty of routes through the region





The City of Worcester, New England's 2nd largest and fastest-growing city, is a diverse, vibrant community with a thriving culture worth getting to know. Here's a brief yet loving intro to the Heart of the Commonwealth. *scan the gr codes for even more info*



Scan or visit DiscoverCentralMa.com/Wool01 for descriptions of each area.

COLLEGE BUCKET LIST

With more than 10 colleges and universities in the region, there's a buzz about the city during the academic year. To ensure students make the most of their college life off-campus, we've curated a bucket list of adventures to help students of any age explore:

scan this



HISTORIC WORCESTER

Ten Famous Worcester Firsts

- 1. The "first American Revolution" took place in 1774, when 4,622 people from Worcester and the surrounding rural towns of Central Mass, gathered and peacefully seized control of the government, ending Royal authority in Central Mass. for good.
- 2. The first public reading of the Declaration of **Independence** occurred here in 1776 by Isaiah Thomas, who also published the Massachusetts Spy, the first official paper to publish the document.
- 3. The monkey wrench was invented in Worcester by Loring and Aury Coes in 1840
- 4. Worcester held the first National Women's Rights Conventions in 1850 and 1851, with Susan B. Anthony among the attendees.
- 5. Marshall "Major" Taylor was deemed the "Fastest Bicyclist in the World" here at the turn of the century. Marshall Taylor was also among the first Black athletes to encounter contention with race relations in professional sports.
- 6. The first mass produced Valentines were created here by Esther Howland, who enjoyed imported Valentines from Europe and began crafting her own to eventually found "The New England Valentine Company."
- 7. The first American Nobel Prize Winner, Albert A. Michelson of Clark University's Physics Department, won in 1902 for his measurement of light.
- 8. The first liquid fuel rocket launch took place in Auburn in 1926 by Worcester Professor Robert Goddard, who later worked in Roswell, New Mexico, for the U.S. Government.
- 9. The classic smiley face originated in Worcester in 1964 at "The America Group Insurance Company," created by local graphic designer Harvey Ball.
- 10. Thu Nguyen became the first non-binary person elected in Massachusetts in 2021 and presently serves on the Worcester City Council.





KEVIN'S **FAVORITE** MFAI

Buttermilk Chicken Sandwich from Mama Roux. Nothing like a Crispy & Juicy chicken thigh with Regal Crown Pickles & Duke's between a potato roll. Simple.

PARIFF'S **FAVORITE EVENT VENUE**



The Village, Worcester's new Afrocentric Cultural Learning & Healing Center. Join us in celebrating OurStory, HerStory & History!



DOMÉNICA'S **FAVORITE** STORE

Canal District Wines. The wines are delicious and the tastings are a blast. I try something new every time!

CULTURAL CELEBRATIONS

Diverse communities offer a bounty of reasons to gather together. Discover our local events and share in the joys of celebrating heritage and local culture alike.



for more, visit our event calendar here



Annual Asian Festival
www.seacma.org/abouts

The Southeast Asian Coalition presents a day of celebration with representatives from fourteen nations.



Art in the Park, Worcester

www.artintheparkworcesterma.org
The team behind Art in the Park collaborates
with schools and institutions to display largescale sculptures in historic Elm Park.



Black Heritage Juneteenth Festival

blackheritagefestivalworcester.org The Juneteenth Festival is a supremely unique celebration of cultures of the African Diaspora.

there's more public art to discover

From Art in the Park to fun selfie-centric sculpures down Main Street and the annual POW! WOW! Worcester mural festival, the city is packed with public art to explore. Scan the QR code below for a guide on where to go to see it all:



discovercentralma.org 12



Brew Woo

www.dcucenter.com/event-calendar/ save-the-date-brew-woo-worcesters-originalcraft-beer-festival/

Worcester's original craft beer festival takes the DCU Center by storm (and by hop!).



Día de los Muertos

www.mainidea.org/diadelosmuertos

Día de los Muertos honors an important cultural Latino/a/e tradition of remembrance and gives voice to the disparities they've faced.



Festival of Lights

www.worcesterma.gov/calendar/festival-of-lights This family-friendly event includes ice skating, food vendors, community organizations and performances, with the biggest highlight: the lighting of the tree on Worcester Common Oval.



Diwali in Central MA

www.discovercentralma.ora/Diwali

Diwali is a celebration of Indian culture during which decorative lights represent a larger meaning: inner light warding off spiritual darkness.



Italian Festival

mtcarmelfestival.org

This four-day festival appreciates Italian roots with cuisine, live entertainment and festival favorites.



Out to Lunch Music Series

www.worcesterma.gov/ worcester-common-oval/out-to-lunch

This series highlights music, food, local vendors and a farmers' market for summertime goers.



POW! WOW! Worcester

http://www.powwowworcester.com/

Local and visiting artists travel to Worcester to paint for POW! WOW! as part of the worldwide network of festivals founded by Jasper Wong.

CULTURAL CELEBRATIONS continued



Pride Worcester
https://www.prideworcester.org/
Pride Week is a collaborative initiative
supporting activities that bring together local
LGBTQ+ folx.



Saint Mary's Albanian Festival
https://albanianfestival.org/
As the oldest Albanian Festival in the U.S., this
celebration honors Albanian culture with food,
dancing, church tours and a kids' carnival.



Saint Patrick's Day Parade
https://www.facebook.com/
WorcesterStPatricksParade/
Irish jigs are in full swing at this commemoration
for the notorious March 17 holiday.



start on the Street
https://www.startonthestreet.org/
This art, music and performance festival in
Central Mass. fosters the creativity of hundreds
of local artists' work (for purchase and live
viewing) right on the street.



Taste of Shrewsbury Street
http://tasteshrewsburystreet.com/index.html
Taste of Shrewsbury Street is an evening of food,
live entertainment and block parties featuring
samples from local eateries from Worcester's
Restaurant Row.



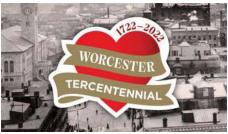
Worcester Caribbean American Carnival http://www.worcestercarib.com/
The WCACA dedicates this parade and block party celebration to the empowerment of people, preservation of Caribbean tradition and respect for cultural diversity.



Worcester Food Truck Throwdown

https://wootrucks.square.site/

The hot dog masters from Dogfather host a food truck showdown and craft fair with fellow local makers for residents and visitors alike.



Worcester Tercentennial

www.WorcesterTercentennial.com

Celebrate 300 years with the City of Worcester throughout 2022. Visit June 10-June 12 to attend signature events, including a parade & festival.



Worcester Restaurant Week

www.worcesterrestaurantweek.com

Attracting food lovers from all over, Worcester Restaurant Week's summer edition offers special menus at restaurants across the city and region.



Worcester Wine Festival

https://massfoodandwine.com/events/

Worcester Wine Fest is the premier wine event in Central Mass., which fulfills a weekend of events around wine, dinner, exhibits and a grand tasting.



WOOtenanny Comedy Festival https://wootenanny.com/

Enjoy an abundance of comedic relief at this week-long comedy fest in Worcester.

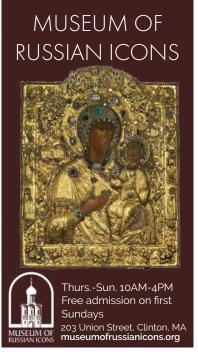


World Smile Day & The Harvey Ball

https://www.worldsmileday.com/

World Smile Day celebrates the hometown of the smiley face and its creator, Harvey Ball, with large public events.







Worcester Tercentennial Weekend

Join the fun in Downtown Worcester & the Canal District



Kickoff

Friday, June 10

Canal District Stroll and Fireworks at Polar Park





Saturday, June 11

Run or walk!

Festival

Saturday, June 11

Art vendors, music, food & more hosted by stART on the Street

Parade

Saturday, June 11



TERCENTENNIAL



Stay in the Know!

Scan the QR code for the latest event details WorcesterTercentennial.com

Family Outing

Sunday, June 12

at Worcester Bravehearts

and Signature Event



Sunday, June 12

To Be Announced

WEEKEND IN WORCESTER

Whether you're here on business, visiting local friends or exploring the towns of New England, you're bound to discover adventure given 48 hours in Worcester. Here are tips on planning your days:

saturday

MORNING

Fuel up with an artisan breakfast and indulgent coffee concoction at BirchTree Bread Company or Brew on the Grid. Follow it with a stroll through one of Worcester's scenic parks, like Broad Meadow Brook or Green Hill Park.

NOON

When hunting for lunch, head to Restaurant Row on Shrewsbury Street for European-inspired dishes at Via Italian Table or internationally influenced fare at Flying Rhino Café. Go brewery hopping at Redemption Rock Brewing Co., Wormtown Brewery and end at Wachusett Brew Yard on Green Street.

EVENING

An evening in the Canal
District offers dining options
galore. Visit Electric Haze
for a late night lounge
vibe, or discover plentiful
entertainment downtown:
live music at The Palladium
and Off the Rails, and
events at The Hanover
Theatre, JMAC's Brick Box
and The DCU Center.





sunday

MORNING

Start day two with brunch at Livia's Dish, a spot offering daily selections of Mediterranean-influenced cuisine, with an emphasis on the freshest local ingredients. Want a guick bite? Try Crust, Brew on the Grid or Glazy Susan. For the bubble tea lovers, head to Gong Cha Worcester.

NOON

Refuel at favorites like Nu Kitchen, Peppercorn's or The Fix Burger Bar, then discover the arts at Worcester Art Museum or stroll local shops—picking up records at Joe's Albums or exploring art supplies at C.C. Lowell.

EVENING

Try a high-end dining experience at deadhorse hill or keep it casual at Miss Worcester Diner, Find global flavors at Baba Sushi, Fatima's Cafe and Bocado Tapas Bar. Wrap up your night with a sweet treat over at Gibby's, with more than 60 flavors of homemade ice cream for every palette.

Two Restaurants... One Committement to Excellence



Contemporary American Cuisine 50 Water Street | Worcester, MA 01604 (508) 379-3400 | Lock50.com





Creative American cuisine, inspired by flavors from around the world, using unique ingredients from the changing New England Seasons



Traditional Italian Cuisine

65 Water Street | Worcester, MA 01604 (774) 243-1377 | RussoWorcester.com





Traditional Italian dishes and handcrafted pastas, scratch made from recipes handed down from generation to generation.

INDIAN RANCH

2022 CONCERT SEASON INCLUDES:

TRACE ADKINS • THE OUTLAWS • THE MAVERICKS • TESLA • THREE DOG NIGHT MICHAEL FRANTI & SPEARHEAD • GET THE LED OUT • SCOTTY MCCREERY LITTLE RIVER BAND • THE PIKE HAIRFEST • ABBA THE CONCERT • AND MORE!

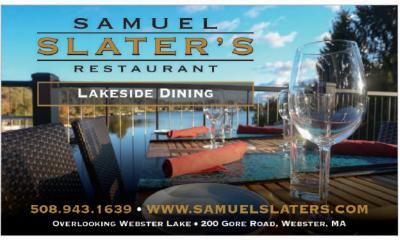


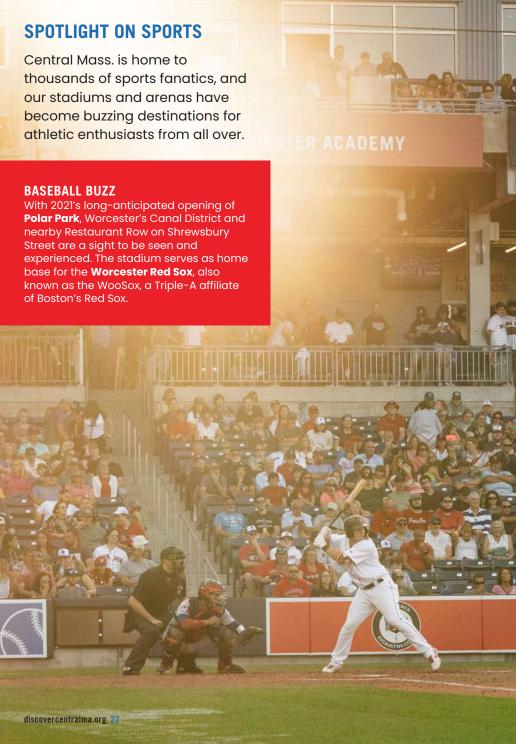


508.943.3871 • WWW.INDIANRANCH.COM

Overlooking Webster Lake • 200 Gore Road, Webster, MA















BASEBALL continued.

The Worcester Bravehearts offer baseball fans a chance to witness highlevel collegiate athletes on the cusp of being drafted by professional teams. We recommend you bring the whole family and go for the all-you-can eat tickets vour kids will love it!

FOOTBALL FANATICS

Take a trip downtown and you'll find the Championship-winning Massachusetts Pirates, a professional indoor football team—and a part of the Indoor Football League—leaving it all out on the field at Worcester's DCU Center

OFF-ROAD ACTION

For more in high energy athletics, head straight to 508 International in Charlton, a 22-acre Action Sports Venue which hosts everything from festivals to obstacle course races and off-road motorsports.

REGATTA SEASON

Spend a day by the water at Lake Quinsigamond, a popular destination for both regional regattas and casual rowers. Interested visitors have options for boat rentals on both the Worcester and Shrewsbury shores of the lake.

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GREAT RESTAURANTS
LIVE ENTERTAINMENT
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worcester regional airport

GLOBAL TASTE, LOCAL HOSPITALITY

You certainly don't have to leave the country to embark on a culinary adventure of taste and experience. Worcester offers world-class delights without ever leaving town, as owners, chefs and hard-working kitchen staff infuse ingredients that reflect a host of cultures and backgrounds. Here's a small taste of the options:

MODERN JAPANESE

Baba Sushi

Innovative menu combinations and a hip atmosphere make a memorable dining experience at Baba Sushi.

IRISH AMERICAN

O'Connor's Restaurant & Bar

The bangers & mashed and shepherd's pie at O'Connor's (a) pair seamlessly with their flowing Guinness draught.

PUERTO RICAN

Nuestra

For authentic Puerto Rican fare "the way mom would make it"—take a trip to local hidden gem, Nuestra 3.

MEXICAN & SOUTHWESTERN

Mezcal Cantina

Freshly made guacamole, loaded nachos of and expertly crafted margaritas are just a few of the menu appeals at Mezcal.

SPANISH

Bocado

Rustic tables and cozy nooks at Bocado
are perfect for sharing decadent tapas
and paella with your favorite people.

THAI

Basil N' Spice

Pure spices and fresh herbs translate to an array of spectacular dishes that speak to the complexity of Thai cuisine 3.

ITALIAN

Russo

Seasonal ingredients are the cornerstone of Russo's [3] family-inspired Italian classics.













guide to outdoor dining

When warmer weather hits, "dining out" means taking total advantage of warm, breezy days and cool nights. Scan the QR code for your all-encompassing guide to dining al fresco in Central Mass.















CARIBBEAN

Caribbean Flaavor

In the heart of Main South you'll find delectable oxtail with mac and cheese, plus homemade Jamaican Beef Patties **6**.

AFGHAN

Pomir Grill

Dishes at Pomir Grill (1) are cooked low and slow, with techniques that have been mastered for generations.

EAST AFRICAN

Fatima's Café

Omar and Fatima's restaurant provides a taste of home with traditional East African dishes ① served with heart.

BRAZILIAN

Pampas Churrascaria

Pampas 1 is an all-you-can-eat meat spot, with cooking done over several hours to retain maximum juices and tenderness.

MEXICAN

Taco Caliente

Cooked from scratch every day, Taco
Caliente (3) is the spot for fresh, authentic
Mexican tacos and burritos.

WORLDLY FLAVOR

Lock50

Inspired by global flavors, Lock 50 **0** is a New American restaurant offering both small sharable plates and hefty entrees.

SEEKING MORE OPTIONS?

Visit discovercentralma.org/eat-drink



IFESTYLE LENTERTAINMENT LART & CULTURE L SPORTS LITRAVEL LIMUSIC LIGAMING LICLUBS LIDINING & DRINKS STYLE & BEAUTY LICCLEGE LIFE LICOMMUNITY

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THE PULSEMAG.COM

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INSTAGRAM @WORCESTERPULSE • TWITTER @WORCESTERPULSE • FACEBOOK @THEPULSEMAGAZINE



Make new friends at WAM

WORCESTER ART MUSEUM

worcesterart.org

Pierre-Auguste Renoir, Old Arab Woman, 1882, oil on canvas, 1935.8



MAKE NUOVO RESTAURANT THE VENUE FOR YOUR NEXT SPECIAL OCCASION.



Two beautiful private rooms can accommodate from 10 to 100 guests for a sit down dinner, and up to 150 for a cocktail style — rooms are equipped with a private bar, dance floor, WIFI and 2 large TVs.

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CENTRAL MA'S TOP 5

Family Friendly Destinations





Pro Tip: Check our event calendar for special events!





ECOTARIUM

As an immersive museum concept, the EcoTarium marries indoor and outdoor learning opportunities to inspire a passion for scientific and nature-based education. With science programs, a digital planetarium, live animal habitats, nature trails and a fully packed outdoor exhibit (with areas for digging, building, climbing and crawling) the EcoTarium is a rare local gem for engaging even the pickiest of crowds. Plus, take a train ride during your visit!

WORCESTER HISTORICAL MUSEUM

Discover the true heart and history behind Worcester and its role in the wider world with a visit to the Worcester Historical Museum. Specially designed with children and interactive learning in mind, the Alden Family Gallery offers a curated experience for families to uncover Worcester's history together in a community-inclusive and imaginative manner. Don't leave without visiting the smiley-face focused room on the second floor!

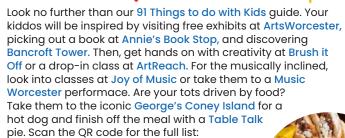


OLD STURBRIDGE VILLAGE

A day trip to Sturbridge will bring you back to rural New England as it stood 200 years ago. Old Sturbridge Village, one of the nation's largest outdoor history museums, is a total immersion into early American history through historic buildings and landscapes. With special discovery programs and offerings during school vacation weeks, Old Sturbridge Village allows children to truly step back in time as they couldn't elsewhere.













TOWER HILL BOTANIC GARDEN

Make your way to Boylston for floral magic you won't soon forget. With beautifully lined trails, Tower Hill Botanic Garden boasts carefully planned gardens, and collections of ornamentals, edible and native plants. There is plenty of room for kiddos to run and explore the nature that lies within. Tower Hill even offers options for birthday celebrations as well as online resources for children's learning, featuring at-home arts and craft prompts, adventure packs, and ideas for indoor/outdoor fun.

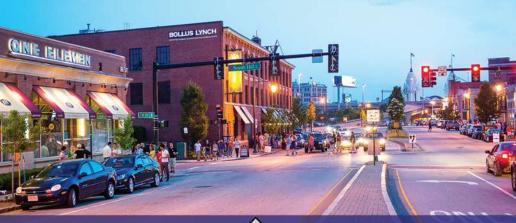
SOUTHWICK'S ZOO

As a Mendon staple, Southwick's Zoo sits in the heart of the Blackstone River Valley, spanning 200 acres and housing animals in their naturalistic habitats. Lions, tigers, giraffes, chimpanzees, rhinos and two-toed sloths are just a few of the creatures you can spend the day with at New England's largest zoological experience. Plus, Galliford's is an on-site restaurant open year-round.



WORCESTER'S RESTAURANT ROW

VISIT SHREWSBURY STREET





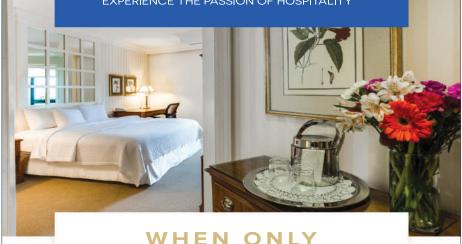
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BREWERIES & WINERIES

You're invited to explore Central MA's popular craft beverage destinations:



Altruist Brewing Co.

Enjoy live music or trivia as you unwind with good friends at Altruist Brewing Co. This rustic joint is situated in an old mill building and overlooks the Quinebaug River.

Brimfield Winery & Cidery

Opening for the season this May, visit Brimfield Winery & Cidery @ for wisely concocted delights in historic digs nearby the Brimfield Antique Markets.

Greater Good Imperial Brewing Company

Gather your friends for a grand ole time at Greater Good Imperial Brewing Company and explore their award-winning rotations on tap.

Hardwick Vineyard & Winery

Sitting on 150 acres is a winery, tasting room, and deck overlooking scenic hills 6. Offering weekly live music and frequent food pop ups, the fun always flows on this farm.

Moon Hill Brewing Co.

Head down to Moon Hill Brewing Co. to see what's on draft, and pair your beverage of choice with a tasty meal from the Gardner Ale House.

Oakholm Brewing Company

This 10-barrel brewhouse not only features a delightful variety of drinks, but also visiting food trucks, live music, and animals.

Rapscallion Brewery

Relish in Rapscallion Brewery's 📵 array of masterfully crafted beverages whilst taking in its quiet, country surroundings and partaking in a game of disc golf.

Redemption Rock Brewing Co.

Get the best of both worlds at Redemption Rock Brewing Co. 🕝 This dogfriendly taproom doubles as a café and features an assortment of fun events throughout every season.

Timberyard Brewing Co.

Revel in the relaxed and welcoming atmosphere at Timberyard Brewing Co., where you can enjoy live bands and solo acts whilst munching on a medley of delectable appetizers.

Tree House Brewing Company

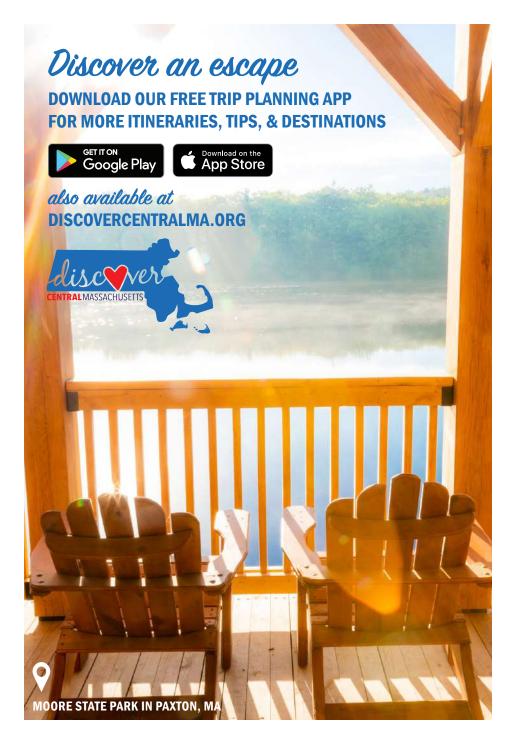
A notable house of hops, Tree House Brewing Company (3) is expanding into a spirits distillary and coffee roastery at their Charlton, MA headquarters.

Wachusett Tap Room

Indulge in a cold drink and Wicked Twisted soft pretzel when you stop by Wachusett Tap Room at the Worcester Public Market

Wormtown Brewery

Nestled in a prime location on Shrewsbury Street in Worcester, you can savor Wormtown's 🛕 craft beer or hard seltzer of choice while enjoying pizza from next-door neighbor Volturno.





Cristoforo Colombo (East) Park, June 30th

Rain date: July 1st

Find more event details by visiting the Discover Central MA Events Calendar www.DiscoverCentralMA.org/Events

OBJECTS OF DESIRE

Shopping small and local businesses is a simple way to discover unique and one-of-a-kind items while visiting a new destination. If you can only make one stop, the Worcester Public Market is home to a large variety of local vendors. If you're on a shopping spree, the list below highlights goods worth getting from all across the region:

CLOTHING & JEWELRY

Lake Road Living

The Liquid Leather Jacket from Sturbridge's Lake Road Living is a timeless layer piece.

Sach's Jewelers

This fine jewler in Shrewsbury has it all, from engagement rings to Movado watches.

Sweet Jane's

Coveted brands can be found at more approachable prices at Sweet Jane's.

The Tinker's Cart

Packed with Irish and Celtic goods, pick up classics like this claddah ring.

FOR HOME

Joe's Albums

Brimming with vinyl, give yourself time to delve into the racks at Joe's Albums.

Off the Common Antiques Marketplace

The team here has a passion for finding unique pieces, which makes Off the Common the perfect spot for weekend perusing.



to the aromas of natural lavender. This handmade soap from SummitWynds is a staple for unwinding on the daily.

FOOD

American Vinegar Works

The folks at American Vinegar Works are masters at concocting smallbatch vinegars made from naturally fermented American wines, ciders and brews.

Ed Hyders

Ed Hyder's, the Olive King of Worcester, offers Mediterranean classics you won't want to miss. Try a batch of Ed's Famous Hoomus and their deli specialties and you'll taste exactly why.

Mrs. Moriconi's Ice Cream

Mrs. Moriconi knows how to satisfy a sweet tooth, producing small-batch, homemade ice cream with locally sourced dairy and rotating flavors.



more ways to stay loyal to local

Behind the city's growing shopping scene are a bevy of Black-owned and women-owned businesses. Scan the QR codes for these niche shopping guides: BLACK-OWNED



WOMEN-OWNED



SELF-CARE

Alternatives for Health

Bulk herbs, teas and bath products are all part of the draw at Alternatives for Health, but perhaps the biggest appeal is the essential oils—of which the team caters directly to your needs.

Bedlam Book Cafe

The practice of self care starts with becoming informed. Head to Bedlam Book Cafe to sip on a beverage and peruse their new and used selection of carefully curated books.

The O Shop

A bra that fits just right never goes out of style. The folks at the O Shop are here as your style and measurement experts.

CREATIVITY

Worcester Center for Crafts Gallery Store

Handmade crafts are staples at the Worcester Center for Crafts Gallery Store, with ceramics, glassware and fibers unlike anything you'll see elsewhere.



C.C. Lowell Art Supply Co.

Let your creative side sing with goods from America's oldest art store, C.C. Lowell, such as paint brushes in a variety of sizes.

Klem's

Family run since '49, Klem's has you covered with apparel, tools, equipment and gardening goods for your springtime planting.

FOR FUN

LuLu's Gifts

For the quirkiest of finds, head to LuLu's Gifts and you'll discover options galore for the sarcasmlovers in your life.

Quite Fetching Barkery and Pet Boutique

Bring the whole crew to Quite Fetching Barkery for treats baked with your pups at top of mind, and stock up on toys too!

Vaillancourt Folk Art

If you're a chalkware champion, keep a close eye out for the St. Patrick's Day Irish Series at Vaillancourt Folk Art















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BLUE SPACES



LAKES

Lake Quinsigamond ① and Webster Lake ① are two of the most notable to grace Central Mass., the former known as an internationally recognized regatta course with accompanying picnic area and tennis courts, and the latter as a tranquil natural asset for swimming, boating and kayaking. When you visit Webster Lake, also known as Lake Chargoggagoggmanchauggagoggchaubunagungamaugg, stop by Rose Room Cafe for a sweet treat

Stay and play at Indian Ranch, the well known concert and campground venue on Webster Lake. Boat rides on a historic paddlewheel boat, the "Indian Princess," allow you to cruise along in a replica of the riverboats from the Mississippi River in the late 19th century. For more boating and swimming adventures, check out Mendon Town Beach, or state park areas such as Rutland State Park (3), and Wallum Lake at Douglas State Forest (7).

RESERVOIRS

Although no swimming is allowed in Wachusett Reservoir or Quabbin Reservoir (a), their beauty is appealing enough to get you there. Wachusett Reservoir and Reservation Trail is a 1.4 mile moderately

trafficked loop trail located near Boylston, that features beautiful wildflowers and is primarily used for hiking, walking, nature trips and birding. With a picnic area and boat rentals, the Quabbin Reservoir is another worthwhile stop in your warm weather journeys.

RIVERS

The Blackstone River Valley 😉 in

Whitinsville is not only a site for bike paths, kayaking and nature walks; it's also bustling with history—known as the birthplace of the American Industrial Revolution.

SPLASH PARKS

Worcester recently invested substantial efforts into its parks, playgrounds, pools and beaches, which is gloriously spotlighted at the spray park at Cristoforo Colombo/East Park 3. It's a perfect place to take the kiddos, open each day at noon during the summer months.

A family-owned spot in the heart of Douglas, Breezy Picnic Grounds also cater to families for splash-time fun. Pack your lunch or head to the snack bar whenever you need to refuel.

GREEN SPACES IN CENTRAL MA

Here's a shortlist of exploration ideas to get your journey started:

WALKS

Mass Audubon's Broad Meadow Brook Conservation Center and Wildlife Sanctuary

Mass Audubon's Broad Meadow Brook (2) offers heavily wooded routes, wide open fields, trickling streams and lush marshland for nature lovers, right within city limits.

Douglas State Forest

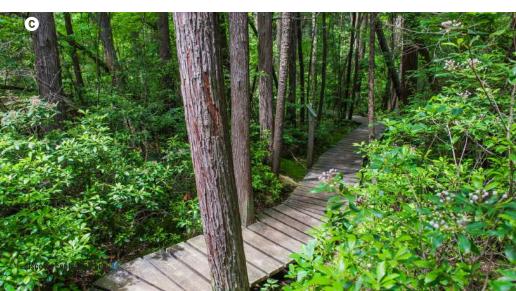
See a rare example of an Atlantic White Cedar swampland on this boardwalk trail through Douglas State Forest ©. Pack your swimsuit and a picnic to enjoy the full amenities of this state park. Make it a long trek by embarking on the Midstate Trail, which passes through.

Purgatory Chasm State Reservation

Experience a unique natural landmark with a walk (or a climb!) through Purgatory Chasm 3, which runs a quarter mile between granite walls, rising as high as 70 feet.













HIKES

The Cascades Trail System The Cascades, named after its brooks and waterfalls, is a 156-acre conservation in Worcester, including an extensive system of wooded trails, where you can view native wildflowers and traverse the steep hills.

Leadmine Trails

The 880-acre Leadmine Mountain Conservation Area (1) in Sturbridge, MA is a destination for hiking, mountain biking, horseback riding, wildlife viewing, hunting and fishing. Arbutus Park Trail is an easy route for your first visit.

Lookout Rock

Take a hike up to Lookout Rock (1) in Northbridge, MA, where the views are worth revisiting at least once a season, as the dramatic landscape offers both bold and subtle changes of expansive beauty.

Mass Audubon Wachusett Meadow Wildlife Sanctuary & Wachusett Mountain

Find year-round fun at this 2,006-foot summit. First timers will enjoy 1.5 miles on the Echo Lake Trail, take a steep 1-mile hike on Pine Hill Trail to the summit, or find Balance Rock [7]!







PARKS

Beaver Brook Park

Beaver Brook Park 1 boasts an off-leash dog park with a doublegated areas for both small and large breeds. REC Worcester farmers' markets make this a lively destination on the weekends.

Elm Park and Newton Hill

Most people are familiar with Lincoln Pond and its two bridges, but Elm Park (1) is actually split into two by Park Avenue and includes the trails on Newton Hill.

Green Hill Park

Just up the road from the Beechwood Hotel is one of Worcester's hidden gems, Green Hill Park 1. The city's largest municipal park, it is home to the state's Vietnam Veterans Memorial and contains a zoo, athletic fields, a golf course, and a number of hiking trails.

Moore State Park

The 737 acres of Moore State Park (1) include historical building foundations, a restored sawmill, Eames Pond, waterfalls and mill chutes as well as abundant azaleas, rhododendrons and mountain laurel for seasonal visual appeal.

GOLF

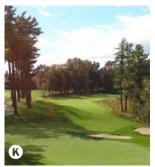
Cyprian Keyes Golf Club

Carved out of the New England countryside, Cyprian Keyes 🕻 presents both a 9-hole par 3 course and an 18-hole championship course along with some of the most stunning views in the area.

Green Hill Golf Course

As one of the region's "best kept golf secrets," Green Hill Golf Course (embodies the beauty of its views, plus uniquely challenging play for the pros. Also, great deck views!















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American Heritage Museum

The American Heritage Museum 19 in Hudson has one of the world's largest collection of armored vehicles and tanks. Another big draw are their World War II Tank driving experiences as well as over twenty captivating exhibits which explore major historic conflicts from the Revolutionary War up to today.

Boundless Adventures

For the kids (and the kid in us all!) West Berlin's Boundless Adventures • is a spot for true adventurers—brimming with obstacle courses and tree climbing challenges for adrenaline seekers who come from all over.

Brookfield Orchards

Spend a day in North Brookfield, MA picking apples, eating homemade fudge and exploring the country store. Kids will also enjoy the playground and visiting the ducks, chickens, pigs and spring lambs.

Douglas Orchard & Farm

A perfect place for pick-your-own blueberries and apples, visitors to the country store will also enjoy shopping the farm's no spray vegetables, herbs, organic chicken and duck eggs, raw honey and farm raised meats. Check our event calendar for their live music schedule.













Maple Hill Disc Golf

This scenic 18 hole course in Leicester, MA has four configurations, great for all levels of experience. Make sure to check out the Disc Golf Pro Tour or visit during the Festival of Flying Discs.

Mechanics Hall

This historic event venue 12. renowned for its elegance, sound qualities, stunning décor and architectural detail, has earned a listing on the National Register of Historic Places.

Museum of Russian Icons

Exhibiting one of the world's largest collections of Russian icons-sacred paintings used for veneration in the Orthodox Christian tradition-Clinton's Museum of Russian Icons (i) is a spot rich with art, history and

culture. Rotating exhibits, films, concerts and special programs offer unique experiences for every visit.

The Farm at SummitWynds

Holden's private hilltop acres are sure to stun visitors with panoramic views, fields of horses and plants in bloom. You can visit by purchasing tickets to their special events, such as Lavender Farm Fest in June, Unicorn Farm Fest in July and Sunflowers Farm Fest in August.

The Old Stone Church

A visual staple to Central Mass., the Old Stone Church (1) stands proudly by the Wachusett Reservoir in West Boylston. This quiet, abandoned building is a popular subject and backdrop for photographers from

across the country. While the last service held there was in 1902, the building was listed on the National Reaister of Historic Places in 1973.

Salem Cross Inn

At this beautiful 1700s restored farmhouse and attached barn (1) on 600 acres of picturesque New England countryside, you can enjoy a delicious meal at the restaurant or host a memorable event.

Samuel Slater Experience

The region's newest museum, the Samuel Slater Experience (3) comprises more than twenty unique, immersive exhibits that make the history of the American Industrial Revolution come alive.



You'll have a "Valley" great time when you visit the Blackstone Valley!









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DISCOVER THE TOWNS OF CENTRAL MA

395 CORRIDOR

Auburn

Auburn is a vibrant community, combining New England charm with the convenience of an excellent transportation network and robust commercial and industrial base.

Dudley

The Town of Dudley lies between the French and Quinebaug Rivers, just north of the Connecticut border. You'll find Nichols College and the Quinebaug River Valley Rail Trail, among other attractions.

Oxford

Oxford offers opportunities aplenty to bask in the New England landscape, like hiking, biking, horseback riding and cross country skiing along the French River and Hodges Village Dam.

Webster

Webster's richest asset is the fresh-water Lake Chargog-gaggoggmanchaugagoggc-haubunagungamaugg, which you can enjoy while riding the Indian Princess (A).





BLACKSTONE VALLEY

Blackstone

Historical remnants of a once booming industrial era line the Blackstone River, which winds through the rural town of Blackstone

Douglas

With over 5,000 acres of recreational land, including a 300 acre lake, there is no shortage of outdoor fun to be found in Douglas.

Grafton

A rich Native American history is weaved through the semi-rural town of Grafton, home of the Hassanamisco Indian Museum and Reservation

Mendon

The waters of Lake Nipmuc run through Mendon, along with lakeside dining, the largest zoo in New England and the nostalaic Mendon Twin Drive-In.

Millbury

The Blackstone River flows through Millbury, a town rich in history with icons like the Asa Waters Mansion **3**, a historic event venue.

Millville

A small town on the Rhode Island border, Millville boasts several scenic spots as well as some deep historic roots and buildings.

Northbridge

Northbridge represents
America's story with an active
agricultural landscape still
producing vegetables, fruits
and dairy products, yet it's
filled with mills and mill villages
directly connecting it to America's journey towards industrialization.

Sutton

With a town common seemingly out of a Norman Rockwell painting, Sutton has maintained commitment to conserving both nature and history. You won't want to miss a hike through the geologic preserve, Purgatory Chasm State Reservation.

Upton

Upton is a residential community with a proud history of farming and straw hat manufacturing.

Uxbridge

Uxbridge is home to the Nation's first woman voter and in addition to antiques and the Blackstone River, you'll find farm to table excellence at UxLocale.

Whitinsville

Just southeast of Purgatory Chasm, Whitinsville is an unincorporated village within the town of Northbridge with a charming small business scene on Church St.

STURBRIDGE TOWNSHIPS

Brookfield

The town of Brookfield has evolved from rural farmlands to the home of several industries, yet still maintains its natural scenery at hidden gems.

Charlton

Recognized as one of the safest towns in Massachusetts, Charlton boasts a rural landscape that's especially fun to offroad on at 508 International.

East Brookfield

Follow Route 9 long enough and you'll reach East Brookfield, home to attractions like Lake Lashaway and Timberyard Brewing Company.



Hardwick

Agriculture has been, and still remains, the root of Hardwick ©—a town in the Quabbin-Swift River Valley, and home to the popular Hardwick Vineyard and Winery.

North Brookfield

North Brookfield's residents are proud of its historical ties that include having sent 150 Minutemen to the Battle of Lexington & Concord and is also home to family-friendly Brookfield Orchards.

New Braintree

Known for its farms and bountiful harvests, New Braintree is a Right to Farm Community, with eight working dairy farms, a commercial orchard and several prosperous produce farms.

Southbridge

Often referred to as "The Eye of the Commonwealth" for its profound optical manufacturing past, Southbridge is a town rich in history, architecture and culture.

Spencer

Spencer has become a coveted destination for visitors, home to the Spencer Fair grounds and St. Joseph's Abbey, which houses a community of Trappist monks who make jams and brews.

Sturbridge

With colonial roots and peppered with modern amenities, Sturbridge ① dawns grassy commons, antique shops and boutiques, orchards, wooded trails and quaint bed and breakfasts.



W. Brookfield

West Brookfield is a quintessential New England town nestled among the Quaboag hills about halfway between Springfield and Worcester.

Warren

Warren is one of six existing towns that were first settled in 1660 and are known as the Quaboag Plantation.

WACHUSETT

Berlin

Berlin, a small town at the northeast edge of the region, is a popular destination for equestrian events at local farms.

Boylston

With a population of about 4,000, Boylston, Massachusetts is a small town with some big attractions, like Tower Hill Botanic Garden 3.

Holden

Holden has transitioned from its rural farming roots into a highly sought after, family -friendly community, with attractions like the Farm at SummitWynds.

Oakham

Rich with wildlife, ponds, streams and conservation land, the nature of Oakham is just a quick drive from Worcester.

Paxton

Home to the historic and beautiful Moore State Park, Paxton is a popular destination for New England visitors and locals alike.



Rutland

Rutland is home to an expansive State Park, including Whitehall Pond, that offers days of outdoor exploration.

West Boylston

West Boylston's Old Stone Church and nearby antique shops are two good reasons to visit this northern suburb of Worcester.



WORCESTER

Worcester

Located in the Heart of the Commonwealth, Worcester is New England's second largest city, marrying the historic charm of a small town with the conveniences and attractions of a thriving metropolis.

Leicester

West of Worcester Airport you'll find Leicester, a rural historical town with some unique attractions, like a drive-in theatre and a "secret" Quaker cemetery.

Shrewsbury

To the East of the city's edge, Lake Quinsigamond brings many to one of the country's premier rowing venues. The convenience of shopping on Route 9 also attracts many.

LOOKING TO BE IN THE FALL/WINTER 2022 EDITION OF THE DISCOVER CENTRAL MASS VISITOR GUIDE?!



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Beechwood Hotel

Best Western Royal Plaza Hotel & Trade Center

A 181 Boston Turnpike Road, Marlborough ♥ bestwestern. com ₱ (508) 460-0700

Comfort Inn and Suites
Auburn (A) 426 Southbridge
Street, Auburn

Courtyard by Marriott

(A) 72 Grove Street, Worcester (W) marriott.com (P) (508) 363-0300

Grafton Inn (A) 25 Grafton Common, Grafton

Hampton Inn & Suites

(A) 65 Prescott Street, Worcester (W) hilton.com (P) (508) 886-9005

Hampton Inn Auburn

A 763 Southbridge Street, Auburn

Hampton Inn Boston Westborough

(A) 15 Connector Road, Westborough (W) hilton.com (P) (508) 329-5570

Hilton Garden Inn

A 35 Major Taylor Boulevard Worcester W hilton.com P (508) 753-5700

Holiday Inn Express & Suites Auburn

A 10 Johnson Street, Auburn Wing.com P (508) 832-2500

Holiday Inn Express Worcester (2) 110 Summer Street, Worcester (2) ing.com (2) (508) 757-0400 Homewood Suites by Hilton (a) 60 River Road, Berlin W hilton.com (b) (978) 838-9940

Homewood Suites Worcester (A) 1 Washington Square, Worcester (W) hilton. com (P) (508) 755-1234

La Quinta Inn (A) 446 Southbridge Street, Auburn

Laurel Ridge Bed & Breakfast (A) 648 Southbridge Road, Warren

Old Sturbridge Inn & Reeder Family Lodges

A 277 Main Street, Sturbridge W osv.org (2) (508) 347-3313

Putnam House Bed & Breakfast (A) 211 Putnam Hill Road, Sutton

Quality Inn & Suites

(A) 50 Oriole Drive, Worcester (W) choicehotels.com (P) (508) 852-2800

Residence Inn by Marriott

A 503 Plantation Street, Worcester W marriott.com P (508) 753-6300

Southbridge Hotel & Conference Center

A 14 Mechanic Street, Southbridge ® southbridgehotel. com P (508) 765-8000

Sturbridge Host Hotel & Conference Center

A 366 Main Street, Sturbridge

The Brookfield Inn (A) 8 West Main Street, Brookfield

The Maguire House (A) 30 Cobb Road, Ashburnham

© maguirehouse.com
(2) (978) 827-5053

The Publick House Historic Inn & Conference Center

A 277 Main Street, Sturbridge w publickhouse.com

(508) 347-3313

ARTS, CULTURE & ATTRACTIONS

American Antiquarian Society (2) 185 Salisbury Street, Worcester (1) americanantiquarian.org (2) (508) 755-5221

American Heritage Museum (3) 568 Main Street, Hudson (2) americanheritagemuseum.org (2) (978) 562-9182

Apple Tree Arts A 1 Grafton Common, Grafton W appletreearts.org P (508) 839-4286

Art Reach (A) 322 West Boylston Street, Worcester

ArtsWorcester (A) 44 Portland Street, Worcester (II) artsworcester.org (II) (508) 755-5142

Asa Waters Mansion

Blackstone Historical Museum (2) 23 Main Street, Hudson (2) (508) 883-1550

Brush it Off Paint & Sip Bar

A 599 Main Street, Fiskdale
W brush-if-off.com
P (774) 241-3444

C.C. Lowell Art Supply Company & Custom Framing @ 455 Pleasant Street, Worcester @ cclowell. com @ (508) 757-7713

Calliope Productions

A 150 Main Street, Boylston

Clara Barton Birthplace Museum (2) 66 Clara Barton Road, North Oxford

Clayground Paint Your Own Pottery Studio

🔼 65 James Street, Worcester

Crocodile River Music

A 44 Portland Street, Worcester w crocodilerivermusic.com

(508) 792-2787

Directory ARTS & ATTRACTIONS continued

EcoTarium (A) 222 Harrington Way, Worcester W ecotarium.org (2) (508) 929-2700

Greater Worcester Opera

A 65 Briarwood Circle, Worcester

W greaterworcesteropera.org

Iris and B. Gerald Cantor Art Gallery

(A) College of the Holy Cross, 1 College Street, Worcester W holycross.edu P (508) 793-3356

JMAC Worcester

A 20 Franklin Street, Worcester

W jmacworcester.org (2) (508) 561-0173

Joy of Music Program

A 1 Gorham Street, Worcester W jomp.org

(508) 856-9541

Master Singers of Worcester

A 215 Mountain Street East, Worcester

Mechanics Hall (A) 321 Main Street, Worcester W mechanicshall.org (508) 754-3231

Museum of Russian Icons

A 203 Union Street, Clinton W museumofrussianicons.org (P) (978) 598-5000

Music Worcester

(A) 319 Main Street, Worcester

W musicworcester.org (2) (508) 754-3231

New England Jazz Enrichment Foundation

A 553 Sunderland Road, Worcester

Old Sturbridge Village

A 1 Old Sturbridge Village Road, Sturbridge

W osv.org (2 (508) 733-1330

Packachoag Music School of Greater

Worcester (A) 10 Irving Street, Worcester

Preservation Worcester

A 10 Cedar Street, Worcester

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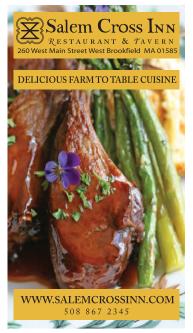
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