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“Springfield First” Marketing Campaign to Promote Conventions and Meetings for MassMutual Center, Springfield and Pioneer Valley

Springfield, MA – (January 15, 2009) – Focused on the state-of-the-art MassMutual Center and the unique meeting advantages of Springfield and the Pioneer Valley, the “Springfield First” marketing and media campaign was announced today. The multi-faceted program is targeted at meeting and event planners nationwide, and represents a joint effort of the “Team Springfield” group comprised of the Greater Springfield Convention and Visitors Bureau (GSCVB), the Massachusetts Convention Center Authority (MCCA) and Global Spectrum, the private facility management firm responsible for the day-to-day operations of the MassMutual Center.

“The ‘Springfield First’ program is a truly collaborative effort designed to have positive economic impact on the convention, hotel, entertainment and overall business environment in Springfield and the Pioneer Valley,” said James E. Rooney, executive director, Massachusetts Convention Center Authority. “This initiative is about communicating the many benefits of Springfield and the MassMutual Center to the meeting professionals responsible for venue selection and event planning.”

“Springfield First” will be officially launched in the first quarter of 2009. The campaign will focus on three major messages: the MassMutual Center’s expanded and flexible exhibition and meeting space and award-winning service team; the big-city amenities, small-town hospitality and affordable pricing of Springfield; and the Pioneer Valley’s central location that makes it easily accessible for attendees and visitors arriving via plane at nearby Bradley International Airport, train, car or public bus transportation.

Components of the “Springfield First” program include the release of a new web site, www.springfield-first.com, that will provide meeting planners with a user-friendly, interactive guide to the MassMutual Center facility along with the latest information on the transportation, hotels, restaurants and other amenities of greater Springfield. The marketing and media outreach will feature high-profile ads in targeted trade publications, a year-round direct mail program, web-based marketing including a quarterly series of electronic newsletters and promotional “e-cards”, and participation in meeting planner industry events.

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According to Mary Kay Wydra, president of the Greater Springfield Convention and Visitors Bureau, “The ‘Springfield First’ concept reflects the theme that meeting planners should think of Springfield and the Pioneer Valley first when considering an ideally located and highly affordable venue, as well as the fact that Springfield has historically been a city of firsts such as the birthplace of basketball and the first commercially sold vehicle. We believe it all adds up to a great first choice for any kind of convention, meeting or special event.”

About the Greater Springfield Convention and Visitors Bureau

The Greater Springfield Convention and Visitors Bureau, an affiliate of the Economic Development Council of Western MA, is a private non-profit destination marketing organization dedicated to promoting Massachusetts’ Pioneer Valley for meetings and conventions, group tours and leisure travel. For more information, visit www.valleyvisitor.com

About the Massachusetts Convention Center Authority

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In fiscal year 2008, the MCCA hosted 239 events at the BCEC and the Hynes with 914,549 attendees generating 627,544 hotel room nights and \$522 million in economic impact for Greater Boston.

About Global Spectrum

Global Spectrum is the fastest growing firm in the public assembly facility management field with more than 65 facilities throughout the United States and Canada. The Philadelphia-based company is part of one of the world’s largest sports and entertainment firms Comcast-Spectacor. For more information, visit www.global-spectrum.com

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