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FOR IMMEDIATE RELEASE: Gloucester's 4th Annual Culture Splash Returns Bigger and Better for 2024!

Contact: Tess McColgan, Executive Director | Discover Gloucester

tess@discovergloucester.com

978-675-1818

Gloucester, MA – June 28, 2024 – Gloucester's Culture Splash is back and bigger than ever for its fourth annual celebration, with an expanded lineup that honors the cultural vibrancy of this culturally-dense city, famed as America's Oldest Seaport. The event series, running Thursdays July 11 through August 29, 2024, from 4:00 to 7:00 p.m., will feature a variety of free and discounted activities that highlight the rich artistic tapestry and maritime heritage of Gloucester, including outdoor and indoor live music, dance performances, light shows, film screenings, free museum admission, artist demos, exhibit openings, performing arts, and more!

Home to two of Essex County's eight state-designated cultural districts, Rocky Neck and Harbortown, Gloucester offers free water shuttle service from 4:00 to 8:00 p.m. on Culture Splash Thursdays, provided by Cape Ann Harbor Tours, connecting the two districts and making it easier for attendees to explore the full array of cultural offerings. Throughout the summer series, more than 50 cultural organizations and artists will welcome visitors and locals to "Splash" into Gloucester's abundant cultural offerings. For the first time in 2024, we are excited to announce that new year-round entertainment venue and restaurant, The Cut, on Main Street in Gloucester's Harbortown district, will host Culture Splash "After-Hours" with music playing in "The Corner" of their dining room every Culture Splash Thursday starting at 8:00pm at no cover charge. While you're there, check out their stellar line-up of musical acts and performances happening this summer and book tickets to a show!

Culture Splash is made possible thanks to grant funding from the Massachusetts Cultural Council, as well as support from the City of Gloucester, as part of a collaborative vision to support the city and the state's cultural institutions, individual artists, performers, and other types of arts & culture entities.



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Arts & culture enthusiasts lining up for show tickets at Gloucester Stage following Culture Splash happenings, 2023

Gloucester's Mayor Greg Verga commented on the series' impact, "Gloucester's annual Culture Splash series offers an exciting chance for residents and visitors alike to explore the incredible cultural offerings within our community. From talented local musical performances to vibrant art exhibitions, there is a lot to explore and experience. I'm delighted that we continue to support this impactful series, now in its fourth year. It attracts both locals and tourists to our lively cultural districts, bolstering our local artists, performers, small businesses, and restaurants."

Carolyn Cole from the Massachusetts Cultural Council added, "Culture Splash is one of my favorite annual events across the state. It is a quintessential creative community experience, offering free and accessible programming, widespread community participation, and incredible artistry on full display in Gloucester's two state-designated cultural districts. Culture Splash centers on connectivity that includes a unique transportation component. This event boosts the local economy and attracts visitors from all over the region, promoting tourism, supporting the creative economy, and making the City of Gloucester a real cultural destination."



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The planning of Gloucester's Culture Splash series is made possible by the power of volunteer leadership from cultural entities in Harbortown and on Rocky Neck who work collaboratively for months in advance of the summer season to plan the event lineup and generate exciting things to do throughout the series. Plus, help from boots-on-the-ground volunteers who assist "Splashers" with event info, wayfinding, shuttle directions, etc. each Thursday.



Captain Steve Douglass of Cape Ann Harbor Tours shuttling "Splashers" to cultural events on Rocky Neck and in Harbortown, 2023

Representing the Rocky Neck cultural district, Elizabeth Carey, CEO of Rocky Neck Art Colony, highlighted the collaborative spirit of the series: "Now in its fourth year, we are pleased to continue this collaborative campaign, connecting Gloucester's two cultural districts. We invite both visitors and residents to join us in celebrating the vibrant arts and culture of Gloucester's harbor. Culture Splash attendees can enjoy complimentary events in both communities, conveniently connected by the free water shuttle across the harbor."



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Madfish Wharf on Rocky Neck during a Culture Splash Thursday, 2023

Miranda Aisling, Head of Education at Cape Ann Museum, located in the Harbortown cultural district, emphasized the continued growth and expansion of the Culture Splash series, stating, “The Cape Ann Museum has been a proud participant of Gloucester’s Culture Splash for the past four years through free CAM Courtyard Concerts. As a member of the Harbortown Cultural District, I’ve been especially excited to see the cultural organizations in town coming together to collaborate and organize a great series of events this summer both in our district and with our partners in the Rocky Neck Cultural District. It’s a great example of how, by coordinating the amazing offerings in Gloucester, we can showcase the depth and breadth of the art and culture of the city.”

This year’s Culture Splash also introduces a new addition: Maritime Gloucester’s weekly series of marine pop-ups from 4:00 to 6:00 p.m. in their classroom, featuring engaging activities such as plankton safaris, creature of the week, and fish printing, all free of charge.

Immerse yourself in the unparalleled cultural richness of Gloucester. From the flourishing arts scene to the storied maritime heritage, Culture Splash 2024 promises an unforgettable experience for all.

For more information and a detailed schedule of events, visit
<https://discovergloucester.com/culture-splash>.

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