



## Gloucester Main Street Block Party Social Media Kit

You did such a great job promoting the first Block Party this year (THANK YOU!) that we ask again for your assistance in helping us promote the SECOND Gloucester Main Street Block Party of 2025! To ensure the event is as successful as the first Block party, we'd love your help spreading the word and inviting your clients, neighbors, family, and friends to this family-friendly event!

This tool kit includes relevant links to Block Party web and Facebook pages, Block Party logo, flyer PDF, QR code to Chamber event page, social media images, Block Party photos from July 12, and sample post text to copy and paste (but feel free to get creative and tailor your posts to your own organization!).

Please tag us and others in your posts so they can be shared to cross promote the event. We also encourage you to include this event in your email marketing campaigns.

Thank you so much for your help. We look forward to seeing you on August 9th!

### Flyer PDF Download

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#### Chamber Event Page

<https://bit.ly/BlockParty-Aug9>

Information on musical guests, entertainment, food vendors, participating businesses, and non-profit organizations.

[Download QR Code](#)

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#### Facebook Links:

Gloucester Main Street Block Party Facebook Page:

<https://www.facebook.com/gloucesterblockparty>

August 9 Block Party Facebook Event Page:

<https://www.facebook.com/share/19Yys4vXUB/>



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## Block Party Photos from July 12, 2025

Photos to download: <https://app.box.com/s/82xoqjxola9zbcada88iy21x3ub0ea80>

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## Social Media Post Text Samples

🎉 It's BLOCK PARTY time again, Gloucester! 🎵🌟

Join us on Saturday, August 9 from 6 to 10 PM as Main Street comes alive with music, dancing, delicious eats, local shopping, kids' activities, non-profits, and all-around good vibes! Bring your friends, family & your best moves — you won't want to miss this summer night in the heart of downtown. 🧑🧒🧑🧒🧑🧒

📍 Gloucester's biggest summer street party is BACK for the second time this year! 📍

Join us Saturday, August 9 from 6 to 10 PM for the Gloucester Main Street Block Party! Stroll the street, catch live music, grab tasty bites, get your face painted, shop local gems, visit with non-profits, and soak up the festive vibes. It's the perfect way to spend a summer night in downtown Gloucester! 🌟 See you there!

🌟 Visiting Gloucester this summer? Don't miss one of our favorite local traditions — the

Gloucester Main Street Block Party on Saturday, August 9 from 6 to 10 PM! 🎵🍷🌟  
Experience Main Street like a local — with live music, great food, shopping, kids' activities, non-profits, and family fun under the stars. It's the perfect way to spend a summer evening on Cape Ann! 🌊

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## Social Media Tags

- a) **Facebook:** @GloucesterBlockParty @CapeAnnChamber @CityofGloucester
- b) **Instagram:** @capeannchamber
- c) **Hashtags:** #gloucesterma #capeann #streetfair #gloucesterblockparty #blockparty #shoplocal

 <p>GLOUCESTER • MA <b>MAIN STREET</b> <b>BLOCK</b> <i>Party</i></p>	<p><b>Live Music</b> Street Performers Food Games Shopping Family Fun</p>	<p>GREATER CAPE ANN CHAMBER OF COMMERCE</p> 	<p><b>6 PM - 10 PM</b> <b>Sat. July 12</b> <b>Sat. August 9</b> <b>Fri. August 29</b></p>	<p><b>STAGE SPONSORS</b></p>   
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## Block Party Logos

Transparent Background	White Background
 <p><a href="#">Download Image</a></p>	 <p><a href="#">Download Image</a></p>
 <p><a href="#">Download Image</a></p>	 <p><a href="#">Download Image</a></p>



## Social Post Images

