

Greetings:

The *River Ruckus* is coming to downtown Haverhill again in August this year! Team Haverhill, in collaboration with the Greater Haverhill Chamber of Commerce and the City of Haverhill, will be offering the second year of this exciting event that highlights the downtown and the Merrimack River.

The *River Ruckus* will be held on Saturday, August 20, 2011 from 11:30 am to 9:30 pm on Washington Street, Columbus Park, Riverfront Park, Wingate Street and the parking lot adjacent to the boardwalk. The rain date is Sunday, August 21, 2011. Please join us as we celebrate the Merrimack River and its connection to downtown Haverhill.

Here are a few highlights:

- A fabulous classic car parade from Bradford to Washington Street to start off the day.
- A show of classic cars parked right in downtown all afternoon along with street performers, musicians, celebrity impersonators, and great food and drink from local restaurants.
- Children's activities and entertainment in the adjacent Columbus Park.
- Artisans lining the street in the Arts District on Wingate Street.
- An old fashioned Trolley ride transporting visitors to and from nearby parking areas for convenience.
- Special activities in downtown, including the opportunity to participate in our newest community project – The Essex Gateway Mural.
- The area along the boardwalk next to the Merrimack River will have a large performance stage with live entertainment, specialty food vendors, and a seating area available for you to relax and enjoy the festivities.
- Boat rides on the Merrimack River throughout the day.
- Meet our event mascot - Sammy Sturgeon, pick up a t-shirt and a program book containing valuable coupons that can be used at a variety of local businesses in Haverhill.
- An evening concert with the US Air Force Jazz Band.
- A spectacular "light" show finale over the Merrimack River.

If you would like to learn more about the "*Haverhill River Ruckus*," please contact Kathy McCarron-Ciras at 978-973-1437 or Eric Karlstad at 978-994-9508. We welcome your involvement and input, and will be happy to answer any questions. Please join us for this year's *River Ruckus* on August 20, 2011 and thank you!