

# **MASSACHUSETTS CONVENTION CENTER AUTHORITY**

**For Immediate Release:** September 19, 2016

**Contact:** Robert O'Shea, MCCA  
617-954-2309

## **MCCA Provides Support to the 17<sup>th</sup> Annual South Boston Street Festival**

**Boston—** The Massachusetts Convention Center Authority (MCCA) was happy to assist in the Annual South Boston Street Festival this past Saturday, September 17<sup>th</sup>. The MCCA has made it a tradition to support the event by supply staging, event furniture, sound systems and electronic equipment each year.

The festival kicked off at 11:00am on East Broadway between L and I Street in South Boston and featured non-stop entertainment throughout the afternoon. Residents of South Boston and neighboring communities were encouraged to come out and enjoy local restaurants, artists and shops while live music and acts performed on multiple stages.

"It's an exciting day for South Boston" explained Robert O'Shea, MCCA Community Liaison. "We make it a point as an organization to give back to the communities that host us and, with our biggest facility in South Boston itself, it is important to have this type of relationship".

With thousands in attendance and a steady flow of people throughout the day, the 17<sup>th</sup> Annual South Boston Street Festival was a huge success. People of all ages were able to experience the best of South Boston and truly enjoy the community day.

Along with the support of events like this, the MCCA has developed a program called Conventions C.A.R.E that is dedicated to giving back to the community by reaching out to local non-profits and distributing donations left by shows held at MCCA's facilities.

### **About the Massachusetts Convention Center Authority (MCCA)**

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, the Boston Common Parking Garage, and the Lawn on D Powered by Citizens Bank. The BCEC and Hynes have earned a rare gold standard from the International Association of Congress Centres (AIPC), making Boston only the fourth city in North America and the 12th worldwide to have been awarded this top standard, the highest certification level a convention facility can achieve under strict AIPC guidelines.

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