

**ECOTARIUM, HIGGINS ARMORY,
OLD STURBRIDGE VILLAGE AND WORCESTER TORNADOES
TEAM UP TO LAUNCH “COVER THE BASES” CONTEST**

*—Sponsored by The Hanover Insurance Group Foundation,
Program Encourages People to Get on Base and Enjoy Local Gems—*

WORCESTER, Mass. (May 20, 2009), The EcoTarium, Higgins Armory Museum, Old Sturbridge Village and the Worcester Tornadoes, today announced that they are teaming up to promote “Cover the Bases,” a contest to encourage more people to visit and enjoy some of the area’s best entertainment.

“Cover the Bases” will run from Memorial Day weekend to Labor Day weekend. The grand prize winner will receive 2010 season tickets for a family of four to the Worcester Tornadoes, as well as family memberships to the EcoTarium, Higgins Armory Museum and Old Sturbridge Village. Other winners will receive a family membership and/or season tickets to one of the four participating organizations.

The contest has been made possible through a grant from The Hanover Insurance Group Foundation, Inc. which is dedicated to improving the quality of life in communities where The Hanover does business.

Beginning May 23, “Cover the Bases,” game cards will be available at any of the four participating locations. To play the game, a participant simply has to visit each of the four locations – representing the four bases on the baseball diamond – and have his/her card stamped.

Once the card has all four stamps, the participant returns the completed game card at any of the four locations and is entered to win more than a dozen prizes. Participants who hand in completed cards also will receive a token of acknowledgement that they completed the game and supported some of Worcester County’s finest destinations.

“Cover the Bases” game cards also will serve as discount coupons at each location, providing \$2 off the cost of individual entry for up to four people.

“Worcester County really hits it out of the park when it comes to having something to satisfy every cultural appetite,” said Linda McGowan, president, The Hanover Insurance Group Foundation. “We want to encourage individuals and families alike to take advantage of these local gems, which not only entertain, but help to educate and enrich people of all ages.”

To kick off the contest Worcester Tornadoes mascot, Twister, will visit each location on Saturday, May 23, to hand out “Cover the Bases” game cards, sign autographs, take pictures and participate in some of the fun activities scheduled at each venue. His schedule is as follows:

- Higgins Armory – Sat. May 23 from 11:00 a.m. – 12:30 p.m.
- EcoTarium – Sat. May 23 from 1:00 p.m. – 2:30 p.m.
- Old Sturbridge Village – Sat. May 23 from 3:30 p.m. – 5:00 p.m.

For more information, please visit www.coverthebases.com or inquire at any of the participating organizations.

“The EcoTarium is very excited to take part in this collaborative effort. Cover the Bases offers a fun way for families to explore Worcester County’s unique array of family-friendly destinations,” said Steve Pitcher, president of the EcoTarium. “Go Tornadoes!”

"With the uncertain economy, people are looking for fun things to do close to home. 'Cover the Bases' gives families an incentive to re-visit area museums and take in a baseball game – giving them a chance to rediscover entertainment choices right here in Central Massachusetts,” said Ann Lindblad, director of marketing and communications at Old Sturbridge Village.

“Parents will always be searching for new and exciting experiences to share with their children. I believe the Cover the Bases game will allow those parents to visit four outstanding venues within a half hour drive of each other without breaking the family budget,” said Dave Peterson, vice president of sales and marketing, Worcester Tornadoes Professional Baseball.

“It’s not uncommon to hear local residents say, ‘Oh, I visit you when I have out-of-town guests.’ Cover the Bases puts Worcester’s family-friendly attractions back in the public eye for the entire summer,” said Nikki Andersen, executive director of the Higgins Armory Museum. “In fact, in challenging economic times, we’re some of the most cost-friendly options for families in central Massachusetts. With our changing programs, we’re worth visiting more than once this summer. Come visit, come often!”

About the EcoTarium

EcoTarium, A Museum of Science & Nature, offers three floors of interactive exhibits, wildlife habitats, interpretive nature trails, Massachusetts' only digital planetarium, and a narrow-gauge railroad. The museum, located at 222 Harrington Way in Worcester, Mass., is open Tuesday through Saturday from 10 a.m. to 5 p.m.; Sundays 12 to 5 p.m. Admission is \$10 for adults and \$8 for seniors, college students and children ages 3-18. Parking is free. For information, visit www.ecotarium.org, call 508-929-2700 or e-mail info@ecotarium.org.

About The Higgins Armory Museum

The Higgins Armory Museum, with 5,000 objects on 4 floors, is the only institution in the Northeast dedicated to the collection, preservation, exhibition, and interpretation of arms and armor. A visit to the Higgins will spark your imagination with the fact behind the fairytale! For more information visit www.higgins.org, or call 508-853-6015.

About Old Sturbridge Village

Old Sturbridge Village celebrates New England life from 1790-1830 and is open year round. OSV event highlights for 2009 include Wool Days, July 4th, Redcoats and Rebels, Thanksgiving, and Christmas by Candlelight. Hours are 9:30 a.m. to 5 p.m. seven days a week. Admission: \$20; seniors \$18; children 3-17, \$7; children under 3, free. Each admission includes a free second-day visit within 10 days. OSV is located just off the Massachusetts Turnpike and Routes I-84 and 20 in Sturbridge, Mass. For details: www.osv.org; 1-800-SEE-1830.

About The Worcester Tornadoes

The Worcester Tornadoes play their home games at Hanover Insurance Park at Fitton Field, and are entering their 5th Anniversary Season in the Can-Am League of Professional Baseball. Games are played from June 4th through September 7th. Ticket prices range from \$5 to \$18, and every Friday Night Game includes a free fireworks show. Season ticket packages and Mini Pak Plans for 2009 are currently available. For further information, visit www.worcestertornadoes.com, or call 508-792-2288.