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2nd Annual Shrewsbury Street College Shuffle 2008 ***Food and Fun Event Getting Bigger and Better!***

(Worcester MA) – The Shrewsbury Street Area Merchants Association (SSAMA) -- in collaboration with the Colleges of the Worcester Consortium -- is pleased to present the 2nd Annual Shrewsbury Street College Shuffle 2008. Slated for **Saturday, September 6th from 12 p.m. until 3 p.m.** along Shrewsbury Street in Worcester, the food and fun festival will feature the great eats to be had at numerous restaurants on the Street, plus the wide variety of retail and other attractions available 24/7 in the mile-long business district.

“We are so thrilled to finally have an event we can produce for the thousands of students in this city,” said Paul Barber, Chairman of the Shrewsbury Street College Shuffle. *“It will be great to see them come together for a day of clean, college fun that they’ll always remember, and look forward to doing again next year. The Consortium and SSAMA are excited to be able to provide not only the means, but also a reason, for the students to become acquainted with the city, and to fall in love with it.”*

The College Shuffle 2008 will provide students with the opportunity to explore their city and interact with their peers during a special event designed exclusively for them. Admission buttons are \$10 in advance with proper college-issued identification, and can be purchased at Worcester-area colleges’ Student Activities Offices.

Event Agenda

The full agenda for the 2008 College Shuffle will consist of food tastings from over 20 participating locales on Shrewsbury Street, commonly known as “Restaurant Row.” Additionally, attendees will find street performances by college student groups, including Assumption’s Offbeats, AMC’s Jazz Ensemble, Clark’s Hip Hop Collabo, Holy Cross Ballroom Dance Club, and the WPI Jazz Ensemble. A Cupcake Eating contest at 1PM

hosted by Sweet, demos by other retail businesses on the Street, fun sponsors, free giveaways, and much more will round out the afternoon.

“Shuffle” to the Hanover

Additionally, at 4 p.m. buses will “shuffle” students from Shrewsbury Street to the newly restored Hanover Theater on Main Street in Worcester for the comedy theatrics of the Boston-based Improv Asylum. Tickets are \$10 extra and must be purchased with proper student identification from the Office of Student Activities at each college campus.

Free Transportation

Free transportation will be provided throughout the day, from each campus, to Shrewsbury Street and the Hanover Theater, and back to each campus.

Sponsors

Worcester Magazine and WXLO 104.5 FM will provide exclusive media sponsorship for the 2nd Annual Shrewsbury Street College Shuffle. Corporate sponsorship is provided by Atlas Distributing, Inc. (and their assorted non-alcoholic brands) and Wachusett Mountain.

Admission

To purchase an admission button for \$10 in advance, a proper college-issued I.D. must be presented to the Office of Student Activities at the member campuses of the Colleges of the Worcester Consortium. The button must be worn to attend the event and participate in the food tastings and other activities along the Street. College faculty and other college staff, along with students’ family members, are invited to attend as well. Day-of-event price of buttons is \$15; they may be purchased at Brew City, Flying Rhino Café, and Piccadilly Pub locations on Shrewsbury Street. A proper college-issued I.D. will be required for all purchases.

For More Information

Learn more about the 2nd Annual Shrewsbury Street College Shuffle by contacting Paul T. Barber, Chairman of the Shrewsbury Street College Shuffle 2008, at 508.757.1450 or email paul@flyingrhinocafe.com or visit www.shrewsburystreet.org or www.cowc.org.

About SSAMA

The Shrewsbury Street Area Merchants Association (SSAMA) is a non-profit, volunteer-staffed organization which aims to promote the rich and diverse business community found on Shrewsbury Street in Worcester MA. The SSAMA hosts several public events each year. Annual membership dues and special events such as the Taste of Shrewsbury Street support member programs that promote the unique business community that is Shrewsbury Street. For more information, contact SSAMA President Mike Carrigan at 508.735.7514 or sweetsnjava@aol.com or visit www.shrewsburystreet.org.

About the Colleges of Worcester Consortium, Inc.

The Colleges of Worcester Consortium, Inc. is a 40-year-old not-for-profit association of public and private accredited colleges and universities located in Central Massachusetts. The Consortium is committed to working cooperatively both to further the missions of its member institutions individually and to advance higher education regionally. Consortium member institutions are: Anna Maria College, Assumption College, Atlantic Union College, Becker College, Clark University, College of the Holy Cross, Cummings School of Veterinary Medicine at Tufts University, Massachusetts College of Pharmacy and Health

Sciences, Nichols College, Quinsigamond Community College, University of Massachusetts Medical School, Worcester Polytechnic Institute and Worcester State College.

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