

Sociable, Cox Media, YurView, City of New Bedford, and “Feast” partner to bring historic parade to national audience

“New Bedford, MA – July 24, 2024 – Sociable, in collaboration with Cox Media YurView, the City of New Bedford, and the Feast of the Blessed Sacrament, proudly announces a groundbreaking initiative to broadcast the Feast of the Blessed Sacrament Parade to a national audience for the first time. Hosted by renowned radio personality Phil Paleologos, this event will showcase the rich cultural heritage and vibrant community spirit of one of the nation’s oldest and largest Portuguese festivals.

The Feast of the Blessed Sacrament, a cherished tradition since 1915, celebrates the culture and traditions of Madeira, Portugal, and stands as a cornerstone of New Bedford’s cultural calendar. This four-day festival features an array of Portuguese cuisine, music, dance, and a profound sense of community, drawing visitors from across the country.



You can view this year's 2024 Portuguese Feast Survival Guide here:

<https://www.newbedfordguide.com/2024-new-bedfords-portuguese-feast-survival-guide-aug-1-4/2024/07/22>

This year, the parade, a highlight of the feast, will be broadcast nationally on Cox Media's YurView channels and internationally across multiple social media platforms. The premiere broadcast is scheduled for the first week of August. Emmy Award-winning Executive Producer and Director John Methia, who has deep Madeiran roots, will bring his expertise and passion to this historic broadcast.

"I've been enjoying this feast for as long as I can remember, and I thought it was time to give a national audience a taste of this amazing culture," said Methia.

Feast President Tony Abreu remarked, "Our parade is the highlight of the Feast; it's the finishing touch on the best weekend of the year."



Steven Aicardi, Executive Producer at Sociable, added, “We are thrilled to partner with Cox Media YurView, the City of New Bedford, and the Feast of the Blessed Sacrament to bring this iconic event to a national stage. This collaboration not only celebrates cultural diversity but also highlights the power of community and tradition in bringing people together.”

The broadcast will offer viewers an immersive experience, capturing the colorful floats, traditional costumes, and infectious energy that define the parade. Expect live performances, interviews with community leaders, and insights into the historical significance of the feast.

In addition to Cox Media’s YurView channels, the parade will also be presented on YouTube channels:

- @trendsociably
- @feastoftheblessedsacrament1171
- <https://www.yurview.com/>

The event will be available across numerous social media platforms, providing a wide range of viewing options.



For more information and updates, visit:

- Sociable: trendsociably.com
- Feast of the Blessed Sacrament: feastoftheblessedsacrament.com.ning.com
- YurView: <https://www.yurview.com/>

About Sociable: Sociable is a leading platform for social media broadcasting, connecting communities and events to audiences worldwide through innovative digital experiences.

About YurView: YurView is Cox Media's premier local and national content network, delivering a broad range of programming including local news, lifestyle features, sports, and entertainment. YurView offers a unique blend of community-focused and nationally recognized programming through Cox Media's cable channels and digital platforms.

About the Feast of the Blessed Sacrament: The Feast of the Blessed Sacrament, held annually in New Bedford, MA, is the largest Portuguese festival in the United States. Established in 1915, this four-day event features traditional Portuguese cuisine, music, dance, and an extensive parade. Known for its rich cultural heritage and strong sense of community, the Feast attracts thousands of visitors each year, showcasing the unique traditions and flavors of Madeira while fostering a spirit of togetherness and celebration.”-Sociable.

Empire Ford of New Bedford’s 6th Annual ‘Mustangs and More’ Car Show wows thousands

“Empire Ford was proud to sponsor our 6th Annual Mustangs and More Car Show on Saturday, June 29th, along with Mustangs of Massachusetts. This year’s show took place at a new location – Bristol Community College, 777 Elsbree St., Fall River, which proved to be a fantastic venue for the event.

A New Location and More Excitement

This year’s show was special as we opened it up to All Makes & Models, making it more inclusive and exciting for car enthusiasts of all kinds. The first 100 entrants received free dash plaques, adding a special touch to their participation. We also gave away free Mustang merchandise, adding to the excitement among participants and attendees. Entertainment was provided by the talented Johnny Angel, who kept the atmosphere

lively with great music.

A Family-Friendly Event

The Mustangs and More Car Show was a perfect place for families to spend a Saturday, offering a chance to see some classic cars and Ford favorites up close. From generations of Ford Mustang models that continue to capture our hearts to other iconic Ford models, there was something for everyone to enjoy.

Record Turnout and Winners

We had a record turnout this year with 216 entries, featuring many unique and immaculate vehicles. Congratulations to all of the winners at our 6th Annual Car Show! Here are the winners:

- **Best in Show** – 1958 Ford Fairlane Skyliner: Alan Faber
- **Class #1 – 1964 to 1978 Classic & Mustang II:** Joseph Wells, Jeff & Heidi Briggs, Henry DeGrace
- **Class #2 – 1979 to 1993 Fox body:** Rudy Custer, Ben DiRusso, Dale Vasco
- **Class #3 – 1994 to 2004 S95 & New Edge:** Stephen Flint, Neil McKenna, Mark Wells
- **Class #4 – 2005 to 2014 S197:** John Snow, Richard Cabral, Justin Pacheco
- **Class #5 – 2015 to now S550 & S650:** Ralph Caban, Russell Kieber, Tyler Boston
- **Class #6 – Highly Modified:** Kevin Mello, Derek Lima, Nelson Soares
- **Class #7 – Specialty (Roush/Shelby/Saleen):** Scott Barkley, Cody Salisbury, Jack Cordeiro
- **Class #8 – Classic/Antique Fords up to 1979:** Alan Faber, Jim Bowdring, David Hunt
- **Class #9 – Modern Fun Ford 1980 to now:** Joe Allen, Kira Perry, Anthony DeAngelis
- **Class #10 – Domestic Pony/Muscle:** Bob Lendell, Maryanne Perry, Brian Crosby

- **Class #11 – Domestic Other:** Rick Silva, Mike DaCosta, James Waldeck
- **Class #12 – Import:** Steve & Joyce Aoyama, Jacob Caban, Marco
- **Class #13 – Hot Rod/Rat Rod/Kit:** Ron Reed, Lou Rocha, Mike Correia
- **Class #14 – Truck/Jeep/Large:** Mike Toupin, Terry Howell, Michael Ferreira
- **Class #15 – Open/Any Other Vehicle:** Derek Tolchinsky, Rich George, Olavo Mirgola

Thank You to Our Participants and Supporters

We extend our heartfelt thanks to everyone who participated in this year's car show and made it such a huge success! With 216 entries, this year's event set a new record. Special thanks go to the staff at Mustangs of MA, our DJ Johnny Angel, Bristol Community College for hosting the event, Epicurean Feast for providing refreshments, and our photographer, Corbin Blanchard Design.

Best in Show

The best of show winner, Alan Faber, with his 1958 Ford Fairlane Skyliner was a stunning example of Ford's engineering & creativity, combined with beauty, luxury and elegance of the 1950s. We are grateful Alan chose to share his beautiful Skyliner with all of us at the show.

Mustangs of Massachusetts

Larry Chiodi, President of Mustangs of Massachusetts shared his thoughts on this year's show. "Mustang of Massachusetts is very proud and honored to team up with Empire Ford for such an outstanding event this year. The variety of cars from new to classic, and from domestic to imported was extremely impressive. Both the members of Mustangs of Massachusetts and Empire Ford staff went above and beyond to present an amazing

event many will never forget.”

We look forward to seeing you all again next year for another fantastic event. Until then, keep your engines running and your cars shining!

Stay tuned for updates and more events from Empire Ford and Mustangs of Massachusetts!”-Empire Ford of New Bedford.

All photos by Empire Ford of New Bedford:



Chief Oliveira hangs out with the kids of the New Bedford Police summer camp

“We were very excited to meet with the excellent children involved with our NBPD Summer Camp program at Wonder Bowl.

Chief Oliveira took questions from the crowd, and we met some very bright and enthusiastic young men and women.

The Summer Camp is held every year and hosted by our outstanding School Resource Officers.

Hopefully, we have some future police officers in the crowd!!"-City of New Bedford Police Department.

All photos by the City of New Bedford Police Department:

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The Friends of Jack Foundation's short-film, "The Hero In Us", set to debut September 28

From rising Director and Writer Alex Stulac comes a short-film, "The Hero In Us", exploring the origins of the Friends of Jack Foundation. The upcoming release will make its world premiere at the Friends of Jack Foundation's Annual Celebration on September 28 at Arch of the Meadow in Rochester, Massachusetts.

Through a blend of animation and live-action, "The Hero In Us" is a superhero origin story like no other. After defeating his nemesis Chiari, the young superhero Jack Fearons faces a devastating setback, landing him back in the hospital. While his mother Jill Fearons looks for her inner strength to get through this tough time, Jack searches for his new place in

the world, discovering his true superpower.

“We wanted to make a superhero film about a real-life superhero,” said Stulac. “We were very ambitious about the entire project, and the blend of animation and live-action is evidence of that. Besides the spectacle of animation and the superhero motif, the symbolism of animation and live action together helped drive home a few of the themes. The animated portion is reserved for Jill’s journey, who, as a mother with a child in the hospital, feels like this experience “isn’t real’ – this can’t be happening. When Jack, or any child, returns home, it’s time to face a new reality – live action.”

This film reimagines Jack’s real-life struggles, detailing his development of Chiari Malformation, the complications of his surgery, his serious brush with death, his miraculous recovery, and the subsequent discovery of his talent for the piano in an adventurous narrative. All the while, Jill is by his side grappling with the fear and uncertainty of a mother with a very sick child. The hospital’s Child Life Specialists play a particularly important role in helping Jill cope with her new reality.

The goal of the film is to demonstrate the resilience of children who face medical hardships and to find silver linings in the struggles that they experience. In Jack’s case, the damage done to his brain from swelling due to hydrocephalus unlocked a hidden talent in him. Without any formal training, shortly after his surgery, Jack was able to sit at a piano and play music from his ear. In fact, the musical theme of the film was written and performed by Jack.

“The making of this film grew from your basic fundraising video to something more than I could have ever imagined,” said Peter Cohenno, Executive Director of the Friends of Jack Foundation. “Alex has brought together an amazing team to tell Jack’s story in a way that goes so far beyond what is usually seen in the non-profit world. This has morphed into a short-

film that I believe is going to connect new audiences to our mission, while spreading the message about underfunded child programs like Child Life.”

The “Hero In Us” features Jack and Jill, both playing themselves. The debutant actors are joined by veteran Jordan Demario, who voices Jack’s doctor, and Jack’s younger brother, Liam Fearons, playing “Young Jack”. Chris “Gazelle” Arsenault, Darby Nolet, Mira Wellington, and Brendon McGlothin also make their debut in the film. Kaitlyn Deguzman provides the animation, with Noah Arnold (Cyan Lens) serving as Director of Photography and Brody Pazol (Sound Alchemist) handling the sound.

Additional screenings and festival appearances are being planned for the future with dates to be announced.

More information about the film is available at www.friendsofjack.org/theheroinusfilm.

A FILM BY ALEX STULAC

JACK FEARONS

JILL FEARONS

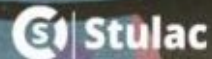
JORDAN DEMARIO

THE HERO IN US

THE FRIENDS OF JACK FOUNDATION PRESENTS A STULAC PRODUCTION
IN ASSOCIATION WITH CYAN LENS & KAITLYN DEGUZMAN ANIMATION
PRODUCED BY PETER COHENNO & ALEX STULAC
DIRECTED & WRITTEN BY ALEX STULAC
DIRECTOR OF PHOTOGRAPHY NOAH ARNOLD
MUSIC BY JACK FEARONS, BRODY PAZOL, CHRIS 'GAZELLE' ARSENAULT



SEPTEMBER 28



2024 New Bedford's Portuguese Feast Survival Guide (Aug 1-4)

Malasadas, carne de espeto and Madeira wine, oh my!

The New Bedford Feast of the Blessed Sacrament, a.k.a. the Portuguese Feast, a.k.a. Madeira Feast is the largest event New Bedford has every year. More than that, it is the largest Portuguese feast in the world and the largest ethnic festival in New England. The feast was founded in 1915 by four Madeiran immigrants who wanted to recreate the festivities of their home island.

Here is an overview of the 108th Feast of the Blessed Sacrament which has become a major attraction for visitors from all over who come to celebrate the Portuguese culture through food, drink, and entertainment.

1. Location & Schedule of Events

The "feast" is a four-day event, officially kicking off at 6:00 PM on Thursday, August 1st with the assembly of the Festeiros (Feast Committee Members) at the intersection of Earle Street and Acushnet Avenue.

Led by the Feast President, the Festeiros march in a special procession down Earle Street to Our Lady of Immaculate Conception Church which is located at the corner of Earle Street and Madeira Avenue. At the church, Father Daniel O. Reis celebrates a special Benediction to the Blessed Sacrament.

Each evening the feast grounds will close at 11:45pm. On

Friday, the grounds will open up at Friday – 5:00pm, but on Saturday and Sunday they will open up at 12:00pm.

The Carnival will open all four days of the Feast. Cushing Amusements is a family owned and operated traveling carnival. You can visit their Facebook Page to see past events and a glimpse at some of their entertainment and rides.



Feast of the Blessed Sacrament photo.

Walgreen's Family Fun Day is from 12-4:00pm on Saturday. Children under 12 eat for "free"; a free burger, hot dog, French fries and a soda. A perfect weekend day for families to bring along the little ones and not worry about having to pay high prices. A ton of fun events and activities are planned including face painting, a traveling science museum, music by the Toe Jam Puppet Band, carnival rides, a free book, flash mob and routine by Dance Xtreme, and more. This year there are some new rides!

In addition, from 12-4:00 PM, the Main Pavilion welcomes all seniors to enjoy a choice-of-menu dinner at a 50% discount! Menu choices include roast beef, chicken, fish, cacoila, and the somewhat more exotic roast goat or rabbit, traditional Portuguese favorites. The buffet is arranged in a way that visitors are allowed to sample more than one entree with their 'Caldo Verde' (Portuguese green soup) and a "pop" (small) handmade bread. A coffee or soft drink is also included. Malassadas (sugared fried dough) dessert is extra and there

may be a line, but the cost is low.

The last day of the feast is Sunday and will feature a parade at 2:00pm with over forty different organizations marching the one mile route from Brooklawn Park to the Feast grounds at Madeira Field.

This year organizers are pulling out all the stops and there will be Color Guards, Marching Bands, Folkloric Groups, Jugglers, Giant Puppets, Gigantic Clydesdale Horses, Steel Drum Band, Bagpipers, Veterans Groups, Community & Cultural Heritage Organizations and much more!

Parade Route: The parade begins at Brooklawn Park and proceeds south on Acushnet Avenue to Earle Street, turns east onto Earle Street and continues to the Immaculate Conception Church. It then turns north onto Madeira Avenue and proceeds to Madeira Field where it enters the Feast grounds and past the reviewing stand at Stage 1.

2. Costs

There is no charge for admission and the entertainment is free thanks to the hard work of the committee members who comprise the 2024 Feast of the Blessed Sacrament Committee which in an historic move welcomed women. You can read about the decision [here](#)

Feast members come from all over the country to plan the feast each year, some as far away as California and Florida. Some of the members will be traveling from across the U.S., Canada, Europe, and South Africa to attend the feast, but in the meantime, they have had family members representing them at the committee meetings.

While admission is free to walk around and watch the entertainment or visit the Museum of Madeiran Heritage there are also many vendors on the grounds selling everything from handmade Madeiran souvenirs to cigars. Of course, food,

carnival rides, and beverages are also an additional cost.

Prices of food are kept reasonable, and there is a great deal of variety to choose from. Tickets cost a dollar each and can be purchased at many machines located throughout the grounds by placing a five, ten or twenty dollar bill inside. Tickets are non-refundable. There are also stands with employees who sell the tickets.

To give you a general idea of the prices of items at the feast, a full meal is 12 tickets, most sandwiches are around four tickets, and a soda or water goes for one ticket. If you're over 21, an impressive selection of alcoholic beverages is available to choose from.

3. Food

One of the greatest features of the feast is the delicious Portuguese fare. There are many food stands located throughout Madeira Field that serve your favorites from the simple delights of linguica and *cacoila* sandwiches to full-on Portuguese cuisine plates of chicken, beef, goat or tuna with potatoes, rice, and vegetables.

Another major culinary draw is the *Carne de Espeto*, a massive, 40-foot barbecue pit where beef sirloin cubes can be cooked over an open flame on massive skewers. This is hard to miss since the aroma is absolutely mouthwatering. Visitors are able to buy the meat for eight tickets a pound and a delicious aromatic salt is provided to cook with.



Feast of the Blessed Sacrament photo.

Visitors are then able to roast their own dinner over the gas-fired lava rock grill. Mr. Camara, (who has been a part of the organization since 1982) advised me that if someone tells you

to pour Madeira wine on the meat it is not advisable (it does not help the flavor and causes the meat to burn faster!)

Other items that will be featured at the feast include *Milho Frito*, fried cornmeal, garlic and finely shredded kale make this the perfect treat to go with *Carne de Espeto*, *pasteis de Bacalau* (codfish cakes), *atum*, *cabra*, *favas*, *coelho*, *carne de vinho e alhos*, *malassadas*, *tremocos* and other Portuguese classics. There will also be ice-cold fresh fruit cups, the perfect way to cool down for health-conscious attendees.

In case you are not accustomed to the flavorful cooking style of Portuguese cuisine, go to the Food & Drink page of the Portuguese Feast website for [definitions](#) of some of the food you might expect to see.

4. Drink

One of the draws of the feast is the consumption of Madeira wine, which is a central part of the festivities as it is part of a long tradition. Madeira wine is a sweet, fortified red wine. Genuine Madeira wine is made on the island of Madeira, and exportation of actual barrels are restricted due to regulations. However, thanks to a special agreement made between feast officials and the President of Madeira, casks are able to be delivered to New Bedford and served for the weekend, making this a very rare treat for those who attend.

For those who don't find that the taste of Madeira wine suits their pallet, there are a great variety of additional options including a full liquor bar for mix drinks and frozen drinks. Alcohol stands also serve sangria and white wine and Budweiser beer is on tap.

If you wish to partake in the consumption of alcoholic beverages, you will need to have your ID scanned when you enter the feast grounds in order to receive a wristband that proves you are legally old enough to be served.

There will be additional ID stations at this year's feast due

to the anticipated increase in numbers of attendees.

5. Entertainment

There is a great deal of quality free entertainment at the feast each year from Portuguese and American cultures. There are four separate stages of entertainment on the main grounds and a “Fado” stage at the Museum of Madeiran Heritage Courtyard Venue – these performances will be featuring a Portuguese genre of music that can be traced back to the 1820s but is believed to be even older than that.

One of the cultural acts that you may see take the stage at Madeira field is Grupo Folclórico Clube Madeirense S.S. Sacramento. This group of dancers presents traditional dancing performances to authentic Madeiran music and in traditional clothing. These performances are always very spirited and interesting to see.

There will be many bands on the smaller stages during the feast, but the largest stage is reserved for a special performance at 10:00 each night by a headliner band. The 2024 Feast Headliner will be....Badfish!



Feast of the Blessed Sacrament photo.

The phenomenon known as Sublime, arguably the most energetic, original and uniquely eclectic band to emerge from any scene, anywhere, ended with the untimely death of lead singer, guitarist and songwriter Brad Nowell in May of 1996.

But encompassing the sense of place and purpose long associated with Sublime's music, Badfish continues to channel the spirit of Sublime with a fury not felt for some time. What separates Badfish from other bands is that they have replicated Sublime's essence, developing a scene and dedicated following most commonly reserved for label-driven, mainstream acts.

Badfish make their mark on the audience by playing with the spirit of Sublime. They perform not as Sublime would have, or did, but as Badfish does!"-Feast of the Blessed Sacrament.

BADFISH will be headlining Thursday Night from 10:00pm-11:30pm on Stage 1.

Headlining Friday Night will be the F00Z FIGHTERS from 10:00pm-11:30pm on Stage 1. The Award Winning Foo Fighters tribute band featuring dynamic frontman Nicky Rich, F00Z FIGHTERS have blazed a trail to become the most sought-after

Foo Fighters tribute band in the Nation.

Headlining Saturday Night will be NELIA from 10:00pm-11:30pm on Stage 1. Nelia is a local singer determined to break down long-standing barriers in the Luso-American community. On stage, she manages to capture mature audiences with her ethnic-flavored music while captivating younger crowds with her amazing stage presence.

Headlining Sunday Night will be BAND FAITH from 10:00pm-11:30pm on Stage 1). With almost 3 decades of music under their belt, New Bedford, Ma based BandFaith has been performing their mix of Portuguese/Latin fused music for fans all over the world.

For more information on when and where events will be taking place, go to the Portuguese Feast [Entertainment Schedule](#).

Thursday August 1 st 2024			Friday August 2 nd 2024		
STAGE 1	6:00-7:00	FREEZEPOPS	STAGE 1	5:00-7:00	GET THE FUNK OUT
STAGE 4	6:00-8:00	SOMETHIN-ELSE	STAGE 4	5:00-6:00	MARVIN & G
STAGE 2	7:00-8:00	NADIA & KARMA	STAGE 4	6:30-9:30	CADENCE & COMPANY
STAGE 3	7:00-8:00	FULL TILT	STAGE 2	7:00-8:00	EDGE
STAGE 1	8:00-9:20	FOLKLORIC CAMACHA GROUP	STAGE 3	7:00-8:00	LITTLE LIES
STAGE 4	8:00-10:00	SHARON & KENNY	STAGE 1	8:00-9:20	FOLKLORIC CAMACHA GROUP
STAGE 2	9:00-10:00	NADIA & KARMA	STAGE 2	9:00-10:00	EDGE
STAGE 3	9:00-10:00	FULL TILT	STAGE 3	9:00-10:00	LITTLE LIES
STAGE 1	10:00-12:00AM	BADFISH	STAGE 1	10:00-12:00AM	FOOZ FIGHTERS

Feast of the Blessed Sacrament photo.

Saturday August 3 rd 2024			Sunday August 4 th 2024		
STAGE 4	3:00-4:00	HALLIE GRACE	STAGE 4	12:00-2:00	KOURY SISTER
STAGE 2	5:00-6:00	HARDWIRE	STAGE 4	3:00-4:00	JAKE JENSEN
STAGE 4	5:00-7:00	PLAY BY PLAY	STAGE 1	5:00-6:00	REBECCA CORREIA
STAGE 1	6:00-7:00	ELVIS	STAGE 4	5:00-6:00	PERRY SOLO
STAGE 2	7:00-8:00	HARDWIRE	STAGE 4	6:00-1000	FRANK MEDEIROS
STAGE 3	7:00-8:00	MORRISSEY BLVD	STAGE 2	7:00-8:00	LACEY CHERYL 5
STAGE 4	7:00-9:00	DOUBLE IMPACT	STAGE 3	7:00-8:00	DJ GAZELLE
STAGE 1	8:00-9:20	FOLKLORIC CAMACHA GROUP	STAGE 1	8:00-9:20	FOLKLORIC CAMACHA GROUP
STAGE 4	9:00-10:00	JACKSON NEVES	STAGE 2	9:20-10:20	LACEY CHERYL 5
STAGE 2	9:20-10:20	HARDWIRE	STAGE 3	9:20-10:20	DJ GAZELLE
STAGE 3	9:20-10:20	MORRISSEY BLVD			
STAGE 1	10:00-12:00AM	NELIA	SATGE 1	10:00-12:00AM	FAITH

Feast of the Blessed Sacrament photo.

6. Families

Since the Madeira feast involves alcohol consumption, some readers may be wondering if it is a family-appropriate event. You will be glad to know that family values are integral to the foundation of the feast. While it is probably not advisable to bring young children later in the night due to large crowds and loud music, it should be mentioned that there are many features of the feast that children will love. Also, the feast takes great measures to prohibit underage drinking. All who wish to consume alcoholic beverages are required to undergo a license verification process in order to receive a specially printed wristband.

Additional security precautions are always taken due to its size and significance. Few people realize this, but the Feast grounds are wired with such advanced cameras that all feast goers are on at least two cameras at any given time.



Feast of the Blessed Sacrament photo.

7. History

The Feast of the Blessed Sacrament gains its roots from the island of Madeira which is located 390 miles off the coast of Morocco. Traditionally, each Roman Catholic parish in Madeira would observe a festival to celebrate their patron saint. A

committee of four men called *festeiros* would be responsible for preparing the village for the celebration by decorating the streets, contracting entertainment (often in the form of a brass band and fireworks) and holding a ceremonial meal after mass on Sunday.

There are many versions of the tale of why the Feast of the Blessed Sacrament was first begun in New Bedford over 100 years ago. What is certain, however, is that the feast was initiated as a means of preserving basic values of the Madeiran culture. Of course, since it was first begun the feast has changed in many ways to accommodate thousands of eager participants and modern elements of the celebration.

While there have been many changes in the feast, many aspects still remain central to the celebration. The tradition of Madeira wine is a very old one, dating back to the 15th Century when the Malvasia vine was planted on the island of Madeira to see it would yield an alternative supply of wine for England. When growth was successful Madeira wine quickly took to the market, but did not become a major export until many years later. It wasn't until the 16th Century that the flavor we know of today was created when they discovered that the flavor of the wine was actually improved by being repeatedly heated up. Follow the link for more information on the [history](#) of Madeira wine.



Feast of the Blessed Sacrament photo.

The religious aspect of the feast also remains a part of proceedings. As it did in 1915, the feast still takes place near Our Lady of Immaculate Conception, which is located on the corner of Earle and Madeira Street in New Bedford. The Portuguese feast pays homage to its religious traditions by beginning the weekend festivities with a procession to the church where Father Daniel O. Reis gives a Benediction to the Blessed Sacrament.

The last day of the feast starts with Sunday Mass at Our Lady of Immaculate Conception and “the Festeiros, Club Madeirense S. S. Sacramento, Inc. members, and all of the many volunteers receive the blessings of the church for their many hours of work devoted to achieving a successful Feast and for being respectful of its religious origins”. Throughout the weekend the church also hosts a wonderful musical series of organ music and vocalists. The details of this schedule are still being finalized.

8. Madeira Field

Most of the events take place at Madeira Field, which is a permanent location in New Bedford’s north end, which comes to life one weekend a year for the festivities. The address of Madeira Field is 50 Madeira Avenue, New Bedford, MA (88 Tinkham Street on your GPS). Parking can be a bit tricky, you

may have to plan to search a bit to find a spot and walk a few blocks, or pay to park in a nearby private lot.

The grounds on which the Feast of the Blessed Sacrament takes place are quite expansive and easy to lose people in. Be sure you have a plan for finding lost party members whether it be by cell phone or a designated area to meet up at.

When entering the feast you will need to get in line for a wristband if you wish to purchase alcoholic beverages. One of the most prominent features you will notice upon entering the festival grounds is the Santana House. The house is designed after the colorful architectural styles of the homes in the village Santana, Madeira and is where the Madeira wine is served from.

Across from the Santana House is Stage One, which is massive and where the main attractions will be hosted throughout the weekend. There are also two other smaller stages, one that is inside the gates and the other which is outside and amongst the souvenir vendors. You will also see many food and drink stands throughout the grounds, and towards the back, you will find the barbecue pits for Carne de Espeto (or just follow your nose).



Josh Souza photo.

Feast of the Blessed Sacrament

50 Madeira Avenue
New Bedford, MA

Phone: (508) 992-6911

Email: clubesss@comcast.net

Website: feastoftheblessedsacrament.com

Facebook: facebook.com/FeastOfTheBlessedSacrament/

DASH Laundromat Hosts 2nd Annual Free Laundry Day This Sunday In Dartmouth

Dash Laundromat is excited to announce their much-anticipated event of the year: the **2nd Annual Free Laundry Day!** On July 28th, from 7 AM to 9 PM, we invite the community to join us at our location on One State Rd., North Dartmouth, for a day of complimentary laundry services.

To participate, simply download the Speed Queen mobile app and enter location code DASH01 to claim your free wash and dry cycles. As a special treat, every visitor will receive a refreshing free Del's Lemonade, perfect for beating the summer heat while your laundry gets done.

The festivities don't stop there! Engage in the excitement with chances to win special prizes throughout the day. Whether you're a first-time visitor or a regular customer, everyone is welcome to enjoy this day of community, cleanliness, and celebration. DASH is also doing a clothing drive with Walt's Mobile Closet! Bring new, unopened socks and underwear to donate to a worthy cause.

Remember, the last wash cycle starts at 8 PM, so be sure to plan your visit accordingly. Don't miss out on this fantastic opportunity to experience Dash Laundromat's top-notch facilities and hospitality, all completely free of charge.

Join them on July 28th for Free Laundry Day at Dash Laundromat – where clean clothes and community spirit come together!

For more information, visit <https://dashlaundromat.com/>



City of New Bedford trash and recycling schedule for Independence Day 2024

“Reminder everyone:

City Hall and City offices are closed on Thursday for the holiday. There is also a one-day delay in trash routes that get picked up on Thursdays and Fridays.”-City of New Bedford.



NOTICE
City of New Bedford
Solid Waste & Recycling Collection

In Observance of 4th of July
there will be no collection on
Thursday, July 4, 2024

Residential Collection

ALL Trash, Recycling, Bulky Pickup & Yard Waste

Monday, Tuesday, Wednesday routes · On schedule

No collection on the holiday, Thursday, 7/4/24

Thursday & Friday routes · Collection will be delayed 1 Day

Downtown & Commercial Collection

Monday, Tuesday, Wednesday · On schedule

No collection on the holiday, Thursday, 7/4/24

Friday · On schedule

Business Cardboard Pickup

No delay in service.

Recycling Center

1103 Shawmut Ave.

To learn what can be dropped off, visit:

NewBedfordRecycling.org

Monday, Wednesday, Friday · 12:00PM to 5:00PM

Saturday · 7:30AM to 3:00PM

Mayor Mitchell announces New Bedford's July 4th Fireworks Show!

“NEW BEDFORD – Mayor Jon Mitchell announced today that the City of New Bedford’s Independence Day fireworks display will take place at 9 p.m. on Thursday, July 4.

Sponsored by Claremont Companies and Taunton Federal Credit Union, the fireworks will be staged from a barge located off the State Pier in New Bedford Harbor. Lower Union Street (Between N. Water Street and John F. Kennedy Boulevard) will be closed to vehicle traffic and will be one of the best spots Downtown to view the display.

The Downtown fun continues on Friday, July 5, with the second Summer Sound Series free concert of the season. Johnny Hoy and the Bluefish, a band performing Americana/blues tunes, will hit the stage on lower Union Street from 6:30-8:30 p.m.

Visitors are also encouraged to check out some of Downtown New Bedford’s signature attractions, such as the New Bedford Whaling Museum, New Bedford Art Museum, and New Bedford Whaling National Historical Park, and grab a bite to eat or a cold beverage at one of Downtown’s many unique restaurants and bars.

“We invite residents and visitors to come early, visit Downtown and enjoy this year’s celebration,” Mayor Mitchell said. “The July 4th fireworks display is one of the City’s signature summer events and draws people from across Greater New Bedford to explore and enjoy everything the City has to offer.”

For more information about summer events and festivals in New Bedford, visit www.ExploreNewBedford.org."City of New Bedford.

New Bedford's first-responders 2nd Annual "Hero's Cup" softball tournament to benefit local charity



Come cheer on New Bedford's
First Responders in its second annual
"Heroes Cup" softball tournament
Saturday September 21st 10am
Brooklawn Park softball diamonds.



FOOD!

Tony Cannoli photo.

**Summer Nights Program: FREE
writing, music production,**

design classes for New Bedford youth

“Dream Out Loud is recruiting for our FREE Summer Nights Program for middle and high school youth who are interested in songwriting, digital music production, creative writing, digital art and graphic design.

Classes start on July 9, 2024 and will be held on Tuesdays, Wednesdays and Thursdays from 6:00pm – 8:00pm through August 22nd.

Please email information@dreamoutloudnow.org to request an application.

We are also having an open house sign up session on Saturday, July 6th anytime from 12pm – 4pm at Dream Out Loud, located at the Kilburn Mill, 127 West Rodney French Blvd in New Bedford, Suite 2-64.

Please SHARE with any youth who may be interested!”



Dream Out Loud photo.



Dream Out Loud photo.



Dream Out Loud photo.



Dream Out Loud photo.



Dream Out Loud photo.



Dream Out Loud photo.

SUMMER NIGHTS

DEPARTMENT OF CONSERVATION AND RECREATION

Join us for a FREE 7-week program for youth in grades 5th through 12th starting on Tuesday, July 9th and ends Thursday, August 22nd.

Program will be held on **Tuesdays, Wednesdays, Thursdays** from 6pm - 8pm at the **Dream Out Loud Center!**

Located at 127 W Rodney French Blvd, Suite 2-64, New Bedford, MA
508-990-9090 || information@dreamoutloudnow.org
Space is limited. Application deadline is **Saturday, July 6th by 4pm.**

Songwriting:

Whether it's Hip Hop, R&B, Pop or Rock, students will work with instructors to create an original song. Students will learn lyric writing techniques, how to perform, and other valuable songwriting skills!



Creative Writing:

This class is designed for students to create original forms of descriptive writing, poetry, drama and fiction. Creative writing techniques and skills are explored.



Digital Art and Graphic Design:

Do you love drawing comics, manga, or anime-style fan art? Level up your drawing skills in our digital arts class. Using Adobe Photoshop and drawing tablets, you'll practice basic and intermediate digital art techniques.

Deadline for applications is Saturday, July 6th @ 4pm.

To be a part of this opportunity, please email information@dreamoutloudnow.org to request an application.

Summer Nights 2024 is funded by the Department of Conservation and Recreation

THE CITY OF NEW BEDFORD
Invest In Kids!

**DREAM
OUT
LOUD**
CENTER FOR THE ARTS