



Contact: Bojura Angelova
Public Relations Specialist
Boston Convention Marketing Center
bangelova@bostoncmc.com
T. 617-954-2256

IT'S SEASON FIVE ON THE LAWN ON D – HERE'S WHAT'S ON TAP!

BOSTON – The Massachusetts Convention Center Authority (MCCA) today announces that The Lawn On D Powered by Citizens Bank will open its doors for a fifth season on Tuesday, May 1, 2018.

This season's lineup includes weekly themed parties, movie nights, live bands, a variety of pop-up activities and contests, as well as many of last year's favorites like Jaws On D, Flannel Friday, Guinness & Oyster Fest, and more. Boston Herald Radio will also come back for its third year with a wide variety of shows broadcast live every Friday from 9:00 am to 4:00 pm starting in June.

Continuing last year's tradition, the season will kick-off with a Cinco De Mayo celebration (May 4th and 5th) featuring a selection of Latin and Mariachi bands and fun activities for the community.

As part of its commitment to public and community-focused programming, the MCCA is excited to present its monthly *Signature Event Series*, including some of the most popular family events from last season, along with new additions:

- May 19 – **Swing into Spring** – The Lawn On D's traditional Opening Day Celebration
- **NEW!** June 16 – **Lawn of Champions – featuring Citizens Bank Community Partners** – The Red Sox, Celtics, Bruins, and Patriots will bring a collection of championship trophies and interactive experiences to The Lawn On D. Plus fun activities and programming courtesy of Citizens Bank community partners from throughout the city.
- July 7 – **Summer Block Party** – One of 2017's most popular events returns, featuring bubble soccer, mini golf, salsa dancing, rock climbing, and a "drum-off" with special guests, Blue Man Group!
- October 27 - **Pumpkin Palooza** – Tons of Halloween fun for all ages made this event a definite favorite from The Lawn On D's 2017 season!

Details about the August and September events will be released soon!

The Authority is expanding its community outreach program and this season's Monday Fundays will welcome youth programs from across the city for games and entertainment provided by community partners including our friends from Zoo New England, the Museum of Science, and the New England

Aquarium.

“Now in its fifth season The Lawn On D continues its evolution as an iconic seasonal destination for our neighbors, clients, and visitors from everywhere,” said David Gibbons, Executive Director of the Massachusetts Convention Center Authority. “We’ve had tremendous success bringing financial stability to The Lawn On D over the past couple of years without compromising what makes The Lawn On D unique. And season five is shaping up to be our best yet as we combine familiar favorites with exciting new additions to create an environment that is fun, safe, and special for every guest.”

This year, guests of The Lawn On D will enjoy and experience Rebel Restaurant’s expanded menu and service offerings including additional food and beverage stations and a more efficient ordering and food pick-up process for customers.

“We are excited to be entering our third year as the premier F&B events and concession provider with a focus on local offerings.”, said David Doyle, Regional Director of The Cronin Group, Rebel Restaurants’ parent company. “The Lawn On D’s weekly schedule is once again filled with fun activities and entertainment to suit all ages. Mark your calendar – we look forward to seeing you!”

The Lawn On D’s most iconic feature, Swing Time 3.0, will be back with swing colors changing from blue to pink when in movement.

Citizens Bank returns as The Lawn On D’s title sponsor for the 2018 season and will again feature its “Bankers On D” brand ambassadors. The Citizens Bank kiosk has become the information hub for visitors to The Lawn On D, providing information about the latest events, as well as offering special giveaways and exclusive activities to visitors. Citizens will also continue to host their weekly Corn Hole Tournaments at The Lawn On D on Friday nights.

“Whether you live in Massachusetts or are visiting our great City, our colleagues enjoy building new relationships and welcoming returning visitors to The Lawn On D,” said Jerry Sargent, president, Citizens Bank Massachusetts. “The Lawn On D, powered by Citizens Bank is all about bringing together families and neighbors in the spirit of community so we are particularly pleased to be able to highlight our community partners on June 16. It will be a special day for us as we showcase the incredibly good work they do in the Greater Boston area.”

After last season’s record-breaking year for private events at The Lawn On D, the popularity of the venue continues to grow. With a growing number of events already booking for 2018, the new season is off to a strong start.

Several new features have been added to the Signature Pavilion including additional furniture, enhanced lighting, and an exciting new attraction available exclusively to clients who book a private event at the Signature Pavilion: *The Halo Swing*. The 6-person swing, designed by Swing Time creators Eric Höweler and J. Meejin Yoon of Höweler + Yoon Architecture, is outfitted with solar-powered LED lights that change color when in motion.

To stay up to date on the latest announcements, full program, and schedule of events go to LawnOnD.com/calendar, “like” The Lawn on Facebook at facebook.com/TheLawnOnD, follow The Lawn On D on Twitter and Instagram at @LawnOnD, and sign up for The Lawn On D’s weekly [newsletter](#).

About the 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, The Lawn On D Powered by Citizens Bank, and The Lot On D. 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.

About Citizens Financial Group, Inc.

Citizens Financial Group, Inc. is one of the nation's oldest and largest financial institutions, with \$153.5 billion in assets as of March 31, 2018. Headquartered in Providence, Rhode Island, Citizens offers a broad range of retail and commercial banking products and services to individuals, small businesses, middle-market companies, large corporations and institutions. Citizens helps its customers reach their potential by listening to them and by understanding their needs in order to offer tailored advice, ideas and solutions. In Consumer Banking, Citizens provides an integrated experience that includes mobile and online banking, a 24/7 customer contact center and the convenience of approximately 3,300 ATMs and approximately 1,150 branches in 11 states in the New England, Mid-Atlantic and Midwest regions. Consumer Banking products and services include a full range of banking, lending, savings, wealth management and small business offerings. In Commercial Banking, Citizens offers corporate, institutional and not-for-profit clients a full range of wholesale banking products and services, including lending and deposits, capital markets, treasury services, foreign exchange and interest rate products, and asset finance. More information is available at www.citizensbank.com or visit us on [Twitter](#), [LinkedIn](#) or [Facebook](#).

About Rebel Restaurants, Inc./The Cronin Group, LLC

Rebel Restaurants, Inc. is comprised of an elite collection of restaurants that span all facets of the restaurant industry both in and out of the city of Boston.

Under the guidance and support of The Cronin Group, LLC, Rebel Restaurants, Inc. has been able to flourish and grow immensely since opening its first location. The group quickly followed up by opening Tony C's Sports Bar & Grill and Temazcal Tequila Cantina in 2011, all located on the waterfront in South Boston's thriving Seaport neighborhood. Between 2014 and 2017, Rebel Restaurants, Inc. expanded its concepts just outside of the city with new Temazcal (Lynnfield, Burlington, and Dedham) and Tony C's locations (Somerville, Burlington, and Fenway, as well as a new Peabody location opening in early May 2018) and adding Jack's Coal Fired Pizza in Burlington.

Rebel Restaurants, Inc. has also owned and operated Seaport Catering Company since 2011. Located at Black Falcon Pier in South Boston, Seaport Catering operates a 6,000 square foot commissary that prepares and delivers food throughout the Seaport District. The group has assembled an operations team that has poised the company for an aggressive expansion around the state of Massachusetts.