



*Take a Sneak Preview of Essex Heritage's  
premier partnership event . . .*

[www.trailsandsails.org](http://www.trailsandsails.org)

**FOR IMMEDIATE RELEASE**

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**CAPE ANN TO OFFER 20 *FREE!* EVENTS FOR TRAILS & SAILS 2008**

*All Opportunities to GO! Experience Essex Heritage*

**September 4, 2008 (Salem, MA)** . . . Momentum is building as Essex Heritage (Essex National Heritage Commission) finalizes its plans to present its seventh annual TRAILS & SAILS 2008: *A Weekend to GO! Experience Essex Heritage*, September 26 - 28. This year, in an effort to reach out to its regional partners, Essex Heritage has joined forces with several organizations in the Cape Ann area including the Gloucester Maritime Heritage Center and the City of Gloucester to offer 20 FREE events in a unique array of historic, cultural and natural sites within this beautiful Essex National Heritage Area. Throughout all of Essex County, TRAILS & SAILS weekend will include more than 200 *FREE!* events spread out over 140 locations, involving non-profit and community organizations, as well as recreation-based businesses. For a full listing of events, visit: [www.trailsandsails.org](http://www.trailsandsails.org)

Activities in the Cape Ann area will focus on the communities of Essex, Gloucester and Rockport which are hosting events that will explore the wealth of history and culture along their shores. With the help of its local partners, Essex Heritage will present a wonderful array of events to give you fun and educational experiences, both on and off the water. With whale watches, dory rides and maritime explorations, Cape Ann is the place to give you a uniquely ocean-spirited adventure. You can also explore how the sea inspired the creativity of architects and artists alike by taking in the area's museums, historic homes, public murals and artist studios.

There is so much to see and do in this gorgeous area . . . Explore Cogswell's Grant, a 17<sup>th</sup> century farm with stunning vistas and a marvelous collection of American Folk art. A real hidden gem! Go on a guided

land tour of Cape Ann and learn about the rich history of the area. Take a relaxing Essex River Cruise or go on a Yankee Whale Watch and catch a glimpse of our gentle giants. Ever dream of sailing off into the horizon? The Thomas E. Lannon Schooner awaits you for a special sail out into Gloucester Harbor. Looking to satisfy your creative sweet tooth? Visit the Cape Ann Museum's special collection of Folly Cove designs, and then see those designs come alive by stopping in at The Sarah Elizabeth Shop in Rockport for an acorn press demonstration. Take a twilight tour of the historic Beauport Mansion, or a guided tour exploring the fascinating world of early American writer Judith Sargent Murray. There is so much to see, learn, experience and rediscover! Navigate your weekend with: [www.trailsandsails.org](http://www.trailsandsails.org) where you can search by event date, time and activity, and download a program guide.

### **TRAILS & SAILS PROGRAM HIGHLIGHTS**

- 200+ *FREE!* events to be held at over 140 historic, cultural and natural sites in Essex County, MA. Three fun-filled days! From Friday afternoon to Sunday at sunset, there will be the widest range of activities ever with a special focus on "Family Fun Sunday" Special themed trails to be offered include: Go! Green, Go! Outdoors, Go! Kids
- Kick off TRAILS & SAILS Weekend with a special celebration entitled "*A Taste of TRAILS & SAILS*" on Thursday, September 25 from 5:30 – 8:30pm, at Willowdale Estate in Bradley Palmer State Park, Topsfield. Tickets are \$25 and may be purchased online at: [www.trailsandsails.org](http://www.trailsandsails.org) or by calling 978-740-0444
- First-time partnership with ArtsFest Merrimack Valley, a first annual, valley-wide art happening greatly expanding the number of creative activities offered. For more info: [www.merrimackvalley.info/artsfest](http://www.merrimackvalley.info/artsfest)
- Go! Explore a wide range of GO! Healthy activities designed to raise your heart rate and let you try all new heart-healthy ways to improve fitness.

TRAILS & SAILS 2008: *A Weekend to GO! Experience Essex Heritage* is an annual celebration of all the historic, cultural and natural treasures in the Essex National Heritage Area. Organized by the Essex National Heritage Commission, this event is an integral part of the Essex Heritage mission, which is to raise regional awareness of the Area's unique treasures and promote their preservation. Printed program guides with event descriptions, locations and times are now available via online registration at [www.trailsandsails.org](http://www.trailsandsails.org). Please register online to receive a copy, or call Essex Heritage at 978-740-0444.

**TRAILS & SAILS 2008:** *A Weekend to GO! Experience Essex Heritage is presented by TD Banknorth, with additional financial support from Eastern Bank, Beverly Hospital and Addison Gilbert Hospital.*



***About TRAILS & SAILS 2008***

**TRAILS & SAILS: A Weekend to Go! Experience Essex Heritage** is the premier partnership event of the Essex National Heritage Commission celebrating the historic, cultural and natural treasures of the Essex National Heritage Area. Coordinated by Essex Heritage as an integral part of our mission, TRAILS & SAILS raises regional awareness of the Area's unique history and promotes the preservation of its heritage sites.

Learn more at: [trailsandsails.org](http://trailsandsails.org)



***About Essex National Heritage Area and Essex Heritage Commission***

The Essex National Heritage Area is comprised of the 34 communities of Essex County and designated by US Congress in recognition of the important role that this region played in American history and the significant heritage sites still extant in the region. Essex Heritage is the non-profit management entity for the Area, working in collaboration with the National Park Service to promote public/private partnerships, and develop programs that enhance, preserve and encourage regional awareness of the Area's unique historic, cultural and natural resources. For more information, experience Essex Heritage at [essexheritage.org](http://essexheritage.org) or call (978) 740-0444.



***About ArtsFest Merrimack Valley***

ArtsFest Merrimack Valley is organized by the Merrimack Valley Creative Economy Project, a collaborative effort of the Merrimack Valley Economic Development Council, the University of Massachusetts Lowell and the Cultural Organization of Lowell, with support from the Massachusetts Cultural Council. The goal of ArtsFest is to showcase the magnitude and diversity of art and culture of the Merrimack Valley . . . 24 diverse communities forming a "creative corridor" along the Merrimack River and I 495. For more info: [merrimackvalley.info/artsfest.htm](http://merrimackvalley.info/artsfest.htm)

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