



City of Fall River Massachusetts

PAUL E. COOGAN
Mayor

FOR IMMEDIATE RELEASE

Contact: Elaina Pevide
508-324-2600

Mayor Coogan to Commemorate Hydrangea Day in Fall River

(FALL RIVER, MA- June 17, 2022)- Mayor Paul Coogan will be hosting a press conference on Friday, June 24th at 1pm, proclaiming the following day, June 25th, as Hydrangea Day in the City of Fall River. Mayor Coogan will be joined by members of the Creative Arts Network, including their Executive Director Sandy Dennis, who have lead the hydrangea beautification project in Fall River's downtown and waterfront cultural districts. The press conference will be held on Old Second Street in Fall River, MA. The public and members of the press are welcome to attend. This will be the third annual recognition of "Hydrangea Day" in the City of Fall River.

ABOUT HYDRANGEA DAY

"Hydrangea Day" reflects a multi-year initiative lead by the Creative Arts Network (CAN), who proposed a hydrangea beautification program, the Hortensia Project, in 2018. In collaboration with the City of Fall River, the Department of Community Maintenance and other community partners/donors, dozens of hydrangea plants have been planted across Fall River.

In 2018, the City Council voted to make hydrangeas the ornamental flower of the City of Fall River. The strategic plantings and official status of the hydrangea in Fall River reflect the City's strong ties to the Azores, where the hydrangea is a prominent local symbol.

To date plantings have been completed throughout Battleship Cove grounds, around City Hall, portion of South Main Street, Old Second Street, businesses. This year plans are to plant on the greens of the Rt. 195 connector and Water Street which will be part of a small placemaking area. These two projects are collaborative projects with MassDot and Mass Coastal Railroad.