

Celebrating the
24th annual

BEVERLY'S NEW YEAR 2018

A Beverly Main Streets Event

#BevNewYear

OFFICIAL GUIDE

Schedule • Map • People • Photos



ABOVE: Beach balls are dropped from above during last year's New Year celebration in downtown Beverly.

RIGHT: Margo Jones (right) adjusts Jane Cosmas' costume before the Grand Procession last year. Over the years, Jones has made most of the costumes people wear in the parade.



Staff file photos

Children react to seeing a tarantula at the Curious Creatures show at the YMCA during Beverly's New Year celebration.



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Ring in the New Year with 24th annual celebration

By WILL BROADDUS
STAFF WRITER

The new year is about to arrive, and Beverly is ready to celebrate.

Beverly's New Year 2018, a special event for the whole family, will be held this year on Sunday, Dec. 31 from 3:30 to 7 p.m. in downtown Beverly.

This is the 24th time that Beverly's New Year has been held, and the number and variety of activities being offered should keep everyone fully entertained until the final countdown arrives.

The fun begins with games and prizes, a New Year's Resolution board and more at Ellis Square, which was renovated this year into a landscaped park, complete with a garden and new seating.

"One of the games will be a ball toss game, and the prizes are stickers," said Heather Wolsey of Beverly Main Streets, which organizes Beverly's New Year. "The committee is still finalizing the other games. There is also free cookie decorating with cookies and frosting donated by Henry's Market. The New Year's Resolution Board will be up again so kids can share their resolutions by



Magician Stephanie Beach is returning to Beverly's New Year this year, and likes to get audiences involved in her illusions. She specializes in magic for children.

writing them on a Post-it note."

Some of the entertainers who are returning this year include magician Stephanie Beach, who last appeared at Beverly's New Year two years ago, and this year will be at First Baptist Church from 3:45 to 4:30 p.m. A button is required for admission to this performance.

Beach has been working at magic since she was 7, when she watched her father make a coin disappear up his sleeve.

"When he did it, it was like, oh my God," Beach recalled.

She said she is emphasizing magic for kids right now, although she also does parlor shows for adults and stage shows.

"When I do stage shows

I'm going to be getting all the kids involved," Beach said. "My specialty is to make sure that the audience is involved. I want to get the kids up and participating and the families, too."

There will also be a Mad Science show at the First Baptist Church, from 5 to 5:45 p.m., which also requires a button. This event will combine science education with lots of exciting effects for children to enjoy.

But all the fun at Beverly's New Year leads to the Grand Parade, which gets organized at 5:45 p.m. behind 248 Cabot St., at Montserrat College of Art, before heading down Cabot Street at 6 p.m. Participants traditionally wear costumes in the parade,



Courtesy photos

Jason Andree of Beverly Hospital, pictured with his daughter, Tess, will be the grand marshal of Beverly's New Year Grand Procession.

and may select from those created by former Beverly art teacher Margo Jones, which will be available indoors at Montserrat. Revelers are also encouraged to devise costumes of their own.

"Students from Beverly High School will play musical instruments in the parade, and dancers from Mitchell's Dance Studio

will do a dance routine," Wolsey said. "Weather permitting, we'll be having a golf cart lead the parade — the Lynch Park utility vehicle."

The parade will start behind Montserrat, then make a left onto Federal Street, a right onto Cabot, go all the way to A&B Burgers, do a U-turn on Cabot Street, head back down to or before St. Mary's Church, do a U-turn, then head back to Federal Street, according to Heather Wolsey of Beverly Main Streets.

The parade will eventually return to the spot where it started for the countdown at 7 p.m., when beach balls will be dropped from on high. Unlike in previous years, the parade will not turn around in the parking lot behind Atomic Cafe. Instead, it will take advantage of extra space being created by the fact

that two blocks of Cabot Street will be closed to traffic this year, instead of only one.

The parade always features a Grand Marshal, who this year will be Jason Andree from Beverly Hospital. As a coordinator of regulatory compliance and patient safety for the past three years, he has worked to ensure that the best possible care is provided, not only at Beverly Hospital, but also at Addison Gilbert Hospital, Lahey Outpatient Center Danvers and Bay-Ridge Hospital.

"It's an honor to be able to participate in an event that helps both the community and the hospital," Andree said. "Having attended the parade last year with my wife and daughter, I have seen firsthand what this event means to the community and am looking forward to being a part of it."

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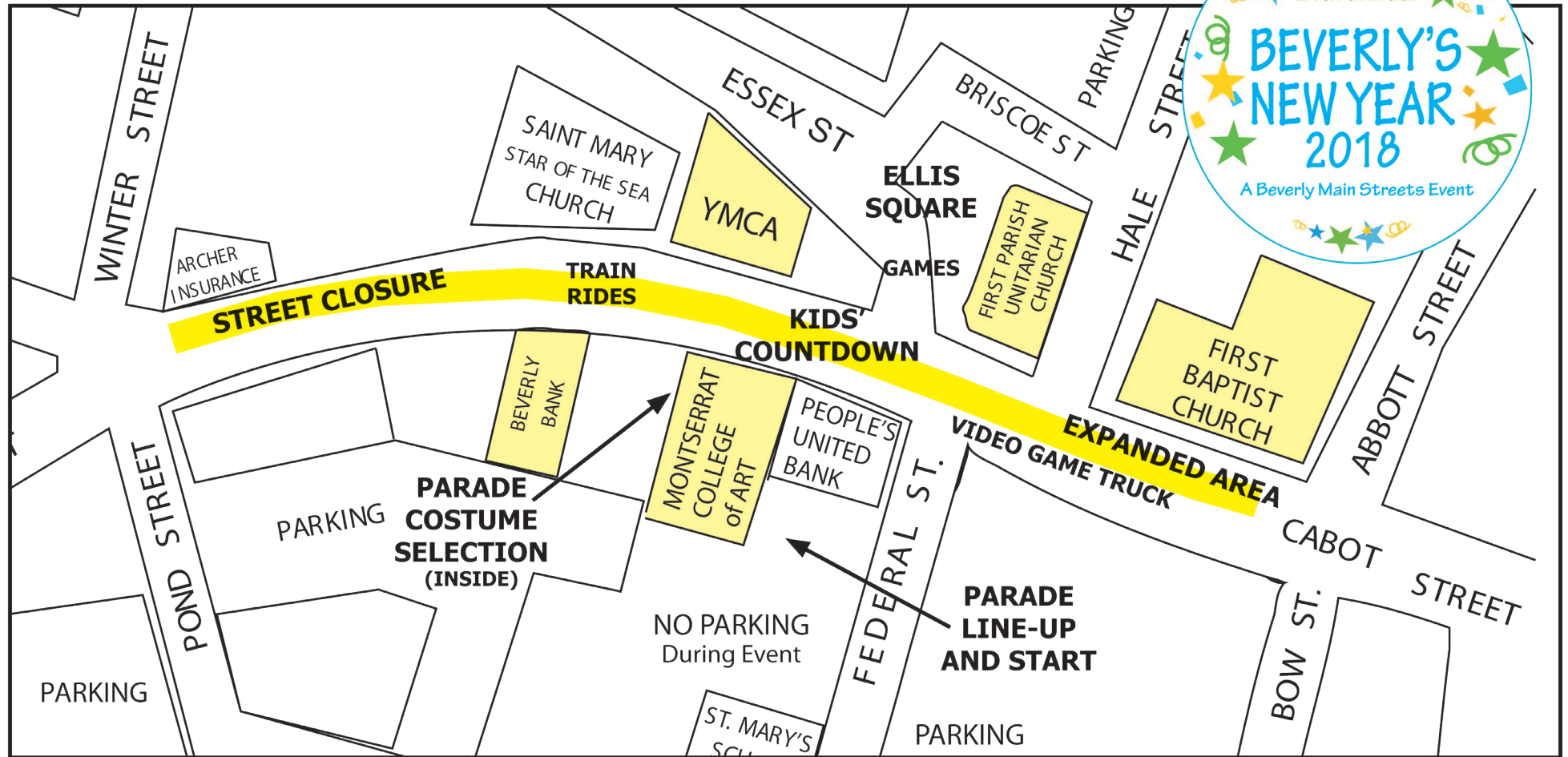
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NEW STREET CLOSURE: Cabot Street will be closed to cars from Pond Street to Bow Street from 3:00-7:30pm. Parade starts at 6pm. For updates on parade route or event locations, check information boards located along Cabot Street during the event.

*Best wishes for a
Happy New Year!*



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Staff file photo
The Grand Procession makes its way down Cabot street during Beverly's New Year celebration.



The Royal Express will take people on rides up and down Cabot Street during Beverly's New Year 2018, which is being held Sunday, Dec. 31, from 3:30 to 7 p.m.

Courtesy photo

Choo-choo! Train returns to Cabot Street celebration

BY WILL BROADDUS
STAFF WRITER

All aboard! A train is traveling back to Beverly's New Year 2018 so it can offer rides up and down Cabot Street to New Year's revelers.

Anyone with a Beverly's New Year 2018 button can take a ride on this electric, trackless train, which is operated by Busy Bee Jumpers, a company from East Bridgewater.

"There's one train with

several cars, and it does a loop on Cabot, almost a figure eight," said Heather Wolsey of Beverly Main Streets, which organizes Beverly's New Year.

This is not the first time that train rides have been a big part of Beverly's New Year, but earlier trains — which came from a different company — ran into difficulties.

"We have had a train, maybe four years ago," Wolsey said. "The other train

had a flat tire one year and had trouble, and everyone was disappointed."

At another time, like any commuter in Greater Boston, the train got stuck on the highway.

"One year the Mass Pike was closed, and it never arrived," Wolsey said.

So Beverly Main Streets stopped hiring the train for a while, but that left folks disappointed, because the train rides are popular.

"It was everyone's

favorite," Wolsey said.

The train that will be at Beverly's New Year is called The Royal Express, and while it doesn't run on a track, it keeps to a schedule, just like a real train.

"It runs from 3:45 to 5:45 p.m., so that we can then have the street for the parade," Wolsey said.

The train's specifications were spelled out in a letter from Busy Bee Jumpers.

"The Royal Express is able to transport 16 people at one

time without putting any stress on the battery-powered engine," they said. "The train is whisper quiet and extremely comfortable. The Royal Express features three passenger cars in addition to an engine."

Those cars each have a roof, for protection from the weather, and the train comes prepared with a spare tire. While The Royal Express will not don a costume to join Beverly's New Year Grand Procession, it

doesn't really need one, because it already sports an attractive color scheme.

"The train is beautifully decorated with red, white and blue colors," Busy Bee Jumpers said.

And perhaps best of all, especially during a New Year's Eve celebration, The Royal Express sounds like a real train.

"Our train is equipped with a one-of-a-kind horn to give all of the guests an unforgettable experience," they said.

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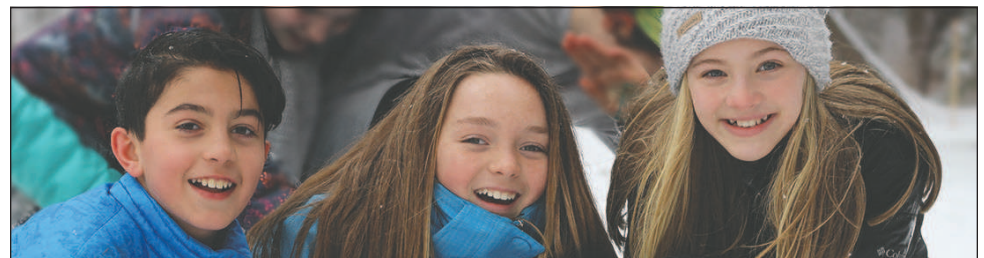
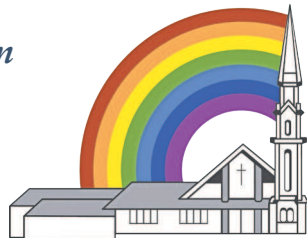
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Courtesy photos

Ultimate Mobile Gaming will visit Beverly's New Year 2018 with a video game truck, so kids can play video games together.

Video games on wheels visit Beverly's New Year



Young gamers will enjoy playing in the video game truck as part of Beverly's New Year 2018 festivities.

By WILL BROADDUS
STAFF WRITER

There are trucks for every kind of purpose: towing cars, hauling packages, delivering heating oil and serving food. Now, there are also 32-foot video game trucks, one of which will be visiting Beverly's New Year 2018.

This luxurious video arcade on wheels is operated by Ultimate Mobile Gaming and features five large, widescreen, high-definition TVs, along with surround sound and plenty of creative lighting.

"They send an attendant, and we'll have a volunteer to make sure everyone is having a fun time playing the game," said Heather Wolsey of Beverly Main Streets.

She said the attendants will also make sure that a time limit is observed, so



Five large screens will allow children to play video games inside a truck.

everyone can get a chance to play.

"We're going to choose one game for everyone to play that's safe for all ages, and appropriate for everybody," Wolsey said. "That makes it easy for the

operator to make sure everyone is having a good time. It's definitely safe and fun for all ages."

Four of the TV screens are on one side of the trailer's interior, while comfortable bench seating is on the other

side, with room for between 18 and 20 children to operate game controllers. A fifth screen occupies the nose of the trailer, and is usually played by two kids together, said Matt Elder, who owns Ultimate Mobile Gaming.

Elder started the business in 2013 with one gaming truck, after running a sports youth league in Framingham, and said he now owns three trailers that visit 100

parties a month.

People of all ages enjoy video games, and Elder often takes trailers to post-prom parties and college events. He said birthday parties for 7- to 13-year-olds are the core of his business, and that's the age range Wolsey hopes to attract at Beverly's New Year.

"We're always looking to add something new, especially for middle school

students," she said. "Video games are always popular for middle school students."

A company called Game-Truck, which was founded in Tempe, Arizona, in 2006, states at their website that video game trucks re-create the social aspect of video arcades, which children used to visit in an earlier era. Elder sees it slightly differently, after acknowledging that today, youth mostly

play video games against each other online.

"It's like they're next to each other, but they're on separate screens across the state, and the country," he said.

Video gaming trucks, by contrast, allow them to play together in the same room, but in a manner Elder remembers from his own playing days, 10 years ago.

"What it's called is 'couch

co-op,'" he said. "They sit on a couch, grab two or three controllers with buddies and play a game. It's what we're based on."

A Beverly's New Year 2018 button will be required to enter the video game truck on Sunday. For Beverly Main Streets, the upcoming visit from Ultimate Mobile Gaming Company is part of their mission to provide a wide range of fun things to

do, so everyone can enjoy themselves at Beverly's New Year.

"We want to make sure we have activities for all ages of children," Wolsey said. "For older kids, there are teen jam bands, and there are arts and crafts for little kids. If face painting isn't your thing, we'll have temporary tattoos. So families with kids of all ages can have a good time."

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Where to get buttons



Who's got the buttons that revelers will need in order to attend indoor events at Beverly's New Year 2018? A complete list of merchants and businesses below indicates where buttons can be purchased for \$8 (kids ages 2 and under are admitted free). Buttons will provide admission to the Video Game Truck, train rides, performances such as Curious Creatures, the Teen Bands Jam, arts and crafts activities, Mad Science show and a magic show, all of which will be held Sunday, Dec. 31 from 3:30 to 7 p.m., on Cabot Street in Beverly.

Buttons are available for purchase now through Dec. 31 at the following locations:

- Aubuchon Hardware (Enon Street location)
- Beverly Bank (Cabot Street location)

■ Cabot Street YMCA
 ■ Sterling Center YMCA
 During the Dec. 31 event, buttons can be purchased at the following locations:

- Beverly Bank (Cabot Street location)
- Cabot Street YMCA
- First Baptist Church
- First Parish Unitarian Church



Courtesy photo

Mad Science of North Boston will educate and entertain children at Beverly's New Year.



Courtesy photo

Costumes, waiting to be worn by revelers, wait in a hallway at Montserrat College of Art.

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Norah Hook plays as the beach balls fall during last year's New Year celebration on Cabot Street.

Staff file photo



Staff file photos

Jada Shakoor laughs during a magic show at the First Baptist Church during last year's Beverly New Year celebration.

Audrey Corey keeps warm after getting her face painted at Beverly's New Year.

BEVERLY NEW YEAR SCHEDULE OF EVENTS

- **3:30-5:30 p.m.**, Kids arts & crafts, First Parish Unitarian Church, downstairs, 225 Cabot St.; button
- **3:30-5:30 p.m.**, Happy New Year "selfie" photos and DIY temporary tattoo station, First Baptist Church lobby; button
- **3:30-5:45 p.m.**, Teen Bands Jam, First Parish Unitarian Church, upstairs; button
- **3:30-4:30 p.m.**, Face painting, balloon artistry and giveaways for kids (doors may close early due to capacity), Beverly Bank; free
- **4-5:30 p.m.**, Costume selection for The Grand Procession, Montserrat College of Art, inside 248 Cabot St.; free
- **3:30-5:30 p.m.**, Games & prizes, cookie decorating, New Year resolution board & more, Ellis Square and Cabot Street (while supplies last); free
- **3:30-6:45 p.m.**, Party music, Cabot Street; free
- **3:45-4:30 p.m.**, Magic Show, First Baptist Church; button
- **3:45-5:45 p.m.**, Video Game Truck, Cabot Street; button
- **3:45-5:45 p.m.**, Train rides, Cabot Street; button
- **4-4:45 p.m.**, Curious Creatures, Cabot Street YMCA; button
- **5-5:45 p.m.**, Mad Science Show, First Baptist Church; button
- **5-5:45 p.m.**, Curious Creatures, Cabot Street YMCA; button
- **5:45-6 p.m.**, lineup for The Grand Procession Parade – everyone is welcome, Montserrat College of Art, behind 248 Cabot St.; free
- **6-6:45 p.m.**, The Grand Procession Parade, Cabot Street; free
- **6:45 p.m.**, Kids Countdown & Beach Ball Drop, Cabot Street; free

WHERE TO EAT

- **3:30-5:45 p.m.**, Cocoa, coffee & treats, First Parish Unitarian Church; prices vary
- **3:30-7 p.m.**, Supper & sweets, First Baptist Church; prices vary
- Hours and prices vary at downtown cafes and restaurants.

Corey Kummell introduces the crowd to Chili, an American alligator, during the Curious Creatures show at Beverly's New Year celebration.





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Join the fun during the Grand Procession by wearing a costume and being part of the parade, or by cheering the parade-goers along the route. Courtesy photo



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Jay Filtrate chooses a unicorn costume to wear during last year's Grand Procession. Adults and children alike don costumes during the parade.

Staff file photo

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- Beverly Public Library
- Beverly High School Music Department
- Beverly Recreation Department
- Boston Bagel
- Cabot Street Books and Cards
- CCI Reprographics
- First Baptist Church of Beverly
- First Parish Unitarian Church
- Greater Beverly YMCA
- Henry's Market
- Mitchell's Dance Studio
- Montserrat College of Art
- Museum of Science, Boston
- Roost & Company
- Super Sub/Casual Catering
- The Castle: A Board Game Cafe
- The Children's Piazza
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Xavier Cordy adjusts his hat while walking in the Grand Procession as it makes its way down Cabot Street.

Staff file photo

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