

# Fresh Pond: Festival-style Programming Recap 2024



# 2024

## JANUARY

Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

## FEBRUARY

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	1	2
3	4	5	6	7	8	9

## MARCH

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

## APRIL

Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

## MAY

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

## JUNE

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

## JULY

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

## AUGUST

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

## SEPTEMBER

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

## OCTOBER

Su	Mo	Tu	We	Th	Fr	Sa
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

## NOVEMBER

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

## DECEMBER

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11



celebrate **cambridge water,**  
**sustainability, & community** at

fun &  
games

free &  
open to all!

the first  
Saturday of  
Summer 2024 is...

**fresh  
pond  
day!**

**saturday,  
june 22<sup>nd</sup>  
11 am-3 pm**

live  
wildlife

walk the  
property!

**250  
Fresh Pond  
Parkway**

arts &  
crafts



local  
sustainability  
resources

become a junior  
ranger!

free  
popcorn



live music  
& excitement!



truck  
climb-  
aboards!



water  
treatment  
plant open  
house

See it for yourself,  
at our 14<sup>th</sup> annual Fresh Pond Day

live music, truck climb-aboards, kids arts & crafts, tours,  
local sustainability resources, & more!

extra parking at danehy park, 166 New Street  
more info at [www.cambridgema.gov/FreshPondDay](http://www.cambridgema.gov/FreshPondDay)  
contact [tpuopolo@cambridgema.gov](mailto:tpuopolo@cambridgema.gov) / 617-349-6489



cambridge water dept  
**fresh pond  
reservation**  
250 fresh  
pond pkwy

# Fresh Pond Day 2024

Saturday, June 22<sup>nd</sup>  
(14<sup>th</sup> Annual)

Elements: Kids' crafts, live native animals, live music, "Face in Hole",  
Water Dept. Open House, Popcorn, Community Table Area



## Goals:

- Promote Water Dept.
- Inter-City Collab.
- Sustainability Resources
- Community Building
- Introduce Residents to the Property

Approximate  
Attendance:  
**900**





The Cambridge Water Department  
Invites you to the 10<sup>th</sup> Annual

# Monarch Butterfly Release Celebration

**Sunday, August 18<sup>th</sup>**

**2:00pm**

**250 Fresh Pond Parkway**

See the butterflies up close, learn about their migration, complete an activity booklet for a Jr. Ranger badge, get your face painted, see storyteller Yumi Izuyama, add your crafted butterfly to our symbolic Oyamel Fir, and witness the release by one of our native meadows at 2:45pm!

## Why Monarchs? Why Here?

Migratory monarchs have been officially declared "endangered" by the IUCN, and we've lost 80% of the population since 1990. The chief factors of their decline are loss of milkweed, logging activity in Mexico, extensive pesticide use in the US, and extreme weather events. Because Monarchs migrate, we need a national effort. As an official "waystation" Fresh Pond is a wonderful place for adult monarchs and for their young to grow up!



# Monarch Butterfly Release Celebration

Sunday, August 18<sup>th</sup>  
(10<sup>th</sup> Annual)

Elements: Meet and greet caterpillars, chrysalises, and monarchs, face painting, origami craft with tree, Jr. Ranger Badges, new location, live release



## Goals:

- Promote Restoration Work
- Relate Meadows to Water Quality
- Pollinator Awareness

**Approximate  
Attendance:**

**275**



CELEBRATE NATIONAL MOTH WEEK!

# THE 2024 CAMBRIDGE MOTH BALL

WEDS. JULY 24, 2024 • 7:00 - 9:30 PM • FREE  
FRESH POND RESERVATION, CAMBRIDGE, MA

REGISTER IN ADVANCE AT [BOSTONBIRDINGFESTIVAL.ORG](https://bostonbirdingfestival.org)



HOSTED BY:

• [The Cambridge Water Department](#), [Biodiversity Builders](#), [Biodiversity for a Livable Climate](#), [The Boston Birding Festival](#),  
[Earthwise Aware](#), [Green Cambridge](#), [Mystic Charles Pollinator Pathways Group](#), [Native Plant Community Gardeners](#)

## The Cambridge Moth Ball

Wednesday, July 24<sup>th</sup>  
(1<sup>st</sup> Annual?)

Elements: Collaborations with Boston Birding Festival, Earthwise Aware, Green Cambridge, Native Plant Community Gardeners, Luring Station, Photography Station, Crafting Station, ID Station



### Goals:

- Promote Restoration Work
- Relate Woodlands to Water Quality
- Pollinator Awareness
- Launch Monarch Campaign

Approximate  
Attendance:

150



# TOTAL ECLIPSE

*of the Park*

Monday, April 8<sup>th</sup> from 2:00pm to 4:40pm  
at Fresh Pond Reservation's Kingsley Park

## Solar Eclipse Viewing Party

Free Commemorative Eclipse Glasses  
(ISO safety certified)

Hands-on Experiments

Local Educational Resources

Live Music, Community, and Wonder

2:16pm – The Moon begins to touch the Sun

3:29pm – Peak of the Eclipse covers 93.1% of the Sun

4:39pm – The Moon fully passes to the other side

Hosted by the Cambridge Water Department at the City's Active Drinking Water Supply



# Total Eclipse of the Park

Monday, April 8<sup>th</sup>

Elements: Live Music, Various Optical Experiments, 1000 free ISO eclipse glasses, Popcorn, Interspersed Educational Displays



### Goals:

- City Featured Event
- Science of Phenology

Approximate  
Attendance:  
2,000



# Reach and Impact

Approximate 2023 Festival Attendance: **850**

2023 Non-Festival Programming Attendance: **1,124**

Approximate 2024 Festival Attendance: **3,325**

2024 Non-Festival Programming Attendance (thus far): **585**

