

PRESS RELEASE



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94.7 WMAS EASTER EGG HUNT RAISES AWARENESS FOR MELHA SHRINE "CIRCUS WITH A PURPOSE"

Naismith Memorial Basketball Hall of Fame will be the Scene of an
Easter *Eggstravaganza* Hunt!

FOR IMMEDIATE RELEASE

Springfield, MA — The 2011 Melha Shrine Circus will get a boost of 'egg-citing' public awareness as 94.7 WMAS is inviting kids and families to one of the biggest **Easter Egg Hunts in western MA on Saturday, April 16th from 10 a.m. to noon at the Naismith Memorial Basketball Hall of Fame.** Over 500 eggs filled with all sorts of goodies, prizes and surprises will turn the sporting complex into a fun-filled Easter *Eggstravaganza*, and promises that every egg is guaranteed to have a treat, with special golden eggs containing major prizes.

In honor of the 2011 Annual Melha Shrine Circus, the Easter Egg Hunt celebration will offer circus ticket giveaways, discounts, a visit from the Melha Shrine clowns...and the Easter Bunny! 94.7 WMAS will also have face painting, a bounce house and plenty of kid-friendly booths set up including Arcade on Wheels of Wilbraham, MA, Video Game Castle of Chicopee, MA, Games2U Entertainment, Potterville Pottery of West Springfield, MA, T Zone Sports of Enfield Square Mall, Enfield, CT, and Lupa Zoo of Ludlow, MA, which will also have real bunnies and other small animals for kids to pet. The Holyoke Blue Sox mascot "Big Red" will be on hand to give free tickets to summer baseball games. And to keep children safe this summer on their bikes, the first 50 kids will get a bike helmet from Libbos Law of Springfield, MA, and Lil' Dogs Visual Branding Company of Ludlow, MA will provide a free tee shirt for those same lucky kids. Pazzo Ristorante in the Naismith Basketball Hall of Fame will be providing an Italian pasta buffet at noon after the event. Adult cost is \$9.47 and kids eat free! Log onto 947wmas.com for all the details of this free rain-or-shine event.

This year's circus theme, "Circus with a Purpose," focuses on how all proceeds from the circus' multiple shows go towards the good work of the Melha Shriners right here in the western Massachusetts community. The seven performance event will take place at the Eastern States Coliseum in West Springfield, MA, from Thursday, April 28th through Sunday, May 1st. The box office doesn't open until April 16th but \$14 reserved seats can be purchased online at www.melhashrinecircus.com for *just \$10*. Phone orders are also being accepted, starting April 16th by calling (413) 205-5087. Additional information about the circus can be found at the above website.

The Melha Shriners are proud to announce the sponsors for 2011 including: Six Flags New England; Big Y World Class Markets; IHOP of West Springfield, 94.7 FM WMAS, ESPN Radio, The Hall; CBS 3 Springfield; WAQY Rock 102; The Springfield Republican and MassLive.com, the online home of The Republican; ABC 40/FOX 6; The Reminder Publications; Hasbro; and Hampden County Bar Association.

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