

Greenway Conservancy Announces *Summer on Dewey Presented by Citizens Bank*

New partnership will bring greater awareness to Dewey Square Park's vibrancy, including a cider garden, food trucks, farmers market, public art, and beautiful gardens

July 10, 2018 – BOSTON, MA – The Rose Kennedy Greenway Conservancy today announces *Summer on Dewey Presented by Citizens Bank*, a new partnership to bring greater exposure to the season's terrific offerings in Dewey Square Park on The Greenway.

This partnership will amplify the messaging about Dewey Square Park as a place for the community to gather, play, and unwind. Tens of thousands of pedestrians', neighbors', and visitors' #SummerOnDewey will include:

- The best place in Boston for food trucks, with up to 10 diverse options every weekday from The Greenway's nationally acclaimed Mobile Eats Program.
- The new Downeast Back Porch on The Greenway open five days/week, serving craft cider, rotating Massachusetts beers, and wine; music and games round out the experience. (Open Mondays, Wednesdays, & Fridays 4-9p; Saturdays 1-9p; Sundays 1-7p.)
- The Boston Public Market seasonal farmers market with more than a dozen local food proprietors. (Open Tuesdays & Thursdays 11:30a-6:30p.)
- The Boston Calling Block Party with music, beer, wine, and lawn games. (Open Thursdays 5-8p.)
- Artist Shara Hughes' colorful new mural, Carving Out Fresh Options, on The Greenway Wall. The deCordova Museum and Sculpture Garden, the curatorial partner for the mural, is exhibiting Hughes' original landscape painting. (Three of the five previous Greenway Wall murals have been honored by Americans for the Arts as among the best public art in the country.)
- Beautiful, organically maintained horticulture, lawn, and demonstration garden, as well as varied seating including communal tables and iconic red Adirondack chairs.

"Summer on Dewey Presented by Citizens Bank is a terrific partnership to boost the public's awareness of all the warm-weather fun," said Jesse Brackenbury, Executive Director of the Greenway Conservancy. *"We welcome our visitors to relax, shop, and sip on The Greenway with world-class art, fresh food, and craft cider."*

Summer on Dewey Presented by Citizens Bank will kick off on July 11 and run through September 30. New signage and Citizens' marketing expertise will help increase understanding of the Summer on Dewey fun. Visitors are encouraged to snap selfies with a large logo temporarily painted on the plaza. For the first time, light pole banners will ring the plaza, reinforcing the experience. On Wednesday, July 11, Citizens colleagues will distribute wallet cards with the season's schedule of fun, as well as offer Summer on Dewey branded giveaways; visitors can enjoy a free concert from Berklee musicians between 12:00p and 2:00p and pop over to Citizens Bank's photo booth on the plaza.



MEDIA CONTACT:

Rachel Lake

Direct: 617-603-7738

Email: rlake@rosekennedygreenway.org

“Our partnership with the Rose Kennedy Greenway Conservancy runs long and deep, and we are excited for this new opportunity to engage with our fellow citizens,” said Jerry Sargent, President, Citizens Bank Massachusetts. “At Citizens Bank we value bringing people together to experience the arts, culture and spirit of kinship within this great city. The vibrancy of Dewey Square is the perfect meeting spot.”

Dewey Square Park on The Greenway is between Congress and Summer streets and across from South Station. The park is at the crossroads of the Financial District and the Seaport, and sees tens of thousands of pedestrians cross the plaza every weekday.

Citizens Bank has been a longtime supporter of the Greenway Conservancy. Citizens has contributed to the construction of the Greenway Carousel at The Tiffany & Co. Foundation Grove, a new landmark for Boston, and has been an important sponsor of Greenway initiatives such as its Park Ranger Program. The Greenway Conservancy honored Citizens Bank’s philanthropic and community leadership at its 2017 Greenway Gala.

About Citizens Financial Group, Inc.

Citizens Financial Group, Inc. is one of the nation’s oldest and largest financial institutions, with \$153.5 billion in assets as of March 31, 2018. Headquartered in Providence, Rhode Island, Citizens offers a broad range of retail and commercial banking products and services to individuals, small businesses, middle-market companies, large corporations and institutions. Citizens helps its customers reach their potential by listening to them and by understanding their needs in order to offer tailored advice, ideas and solutions. In Consumer Banking, Citizens provides an integrated experience that includes mobile and online banking, a 24/7 customer contact center and the convenience of approximately 3,300 ATMs and approximately 1,150 branches in 11 states in the New England, Mid-Atlantic and Midwest regions. Consumer Banking products and services include a full range of banking, lending, savings, wealth management and small business offerings. In Commercial Banking, Citizens offers corporate, institutional and not-for-profit clients a full range of wholesale banking products and services, including lending and deposits, capital markets, treasury services, foreign exchange and interest rate products, and asset finance. More information is available at www.citizensbank.com or visit us on [Twitter](#), [LinkedIn](#) or [Facebook](#).

About The Greenway & the Greenway Conservancy

The Greenway is the contemporary public park in the heart of Boston. The [Greenway Conservancy](#) is the non-profit responsible for the management and care of the The Greenway. The Greenway welcomes 1.4 million trackable visitors annually, plus millions more who casually enjoy the fountains, gardens, and art. The Conservancy has won numerous awards for its organic landscape care, public art, and programming.

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