



MEDIA CONTACT: Rachel Lake
617-603-7738; rlake@rosekennedygreenway.org

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

Banners running the length of the park will bring greater awareness to The Greenway's vibrancy, innovative programming, and enriching experiences.

April 15, 2019 – BOSTON, MA – The [Rose Kennedy Greenway Conservancy](#) today announces *Summer on The Greenway Presented by Citizens Bank*, a continued partnership to bring greater exposure to the season's terrific offerings along The Greenway. This partnership, building from our 2018 "Summer on Dewey" collaboration, will continue to highlight The Greenway as an iconic downtown location where visitors gather, play, unwind, and explore.

To mark the 10th anniversary of The Greenway in 2019, wayfinding light pole banners will stretch the entire 1.5 mile length of the park for the first time. From the North End to Chinatown, *Summer on The Greenway Presented by Citizens Bank* banners were installed last week and will be displayed through October.

"The Conservancy is thrilled to again partner with Citizens Bank to welcome millions of visitors to explore The Greenway," said Jesse Brackenbury, Executive Director of the Greenway Conservancy. "Citizens is a terrific partner throughout our community."

The [Greenway Spring Food Truck Festival presented by Citizens Bank](#) will launch the partnership on Saturday, May 4 from 11am - 3pm at Rowes Wharf Plaza. This family-friendly event is the perfect kick off to spring, with 10-15 food trucks offering old favorites and new flavors, ranging from poké to poutine. Visitors can enjoy free lawn games and live music from Berklee musicians, capture the moment at the Citizens Bank's photo booth, and check out the Citizens mobile bank. The Conservancy's [Mobile Eats Program](#) is an incubator for small businesses, with 63% minority-owned. The Greenway Spring Food Truck Festival presented by Citizens Bank will coincide with the opening day of the weekly Greenway Open Market, which will stretch from High to Mercantile streets.

"The Rose Kennedy Greenway is an urban oasis for visitors and residents alike," said Jerry Sargent, President of Citizens Bank Massachusetts. "Over the past decade, the Greenway has been a key player in the economic revitalization of the area, and a catalyst for vibrant community gatherings. We are so excited to share in the 10th anniversary celebration and to continue to offer vibrant events for all to enjoy throughout the summer season."

In addition to volunteering with our horticulture and maintenance departments, Citizens colleagues will greet visitors to two of the Conservancy's favorite summer programs with fun



MEDIA CONTACT: Rachel Lake
617-603-7738; rlake@rosekennedygreenway.org

giveaways and surprises. Visitors can shop handmade, unique, local artisan crafts at the [Greenway Open Market](#), taking place from May to October every Saturday plus the first and third Sundays of the month. The [Boston Calling Block Party at Dewey Square](#) with live music, beer, wine, and lawn games, open Thursdays and select Tuesdays from Mid-May through August.

Citizens Bank has been a longtime supporter of the Greenway Conservancy. Citizens contributed to the construction of the [Greenway Carousel at The Tiffany & Co. Foundation Grove](#), a one-of-a-kind Boston landmark, and has been an important sponsor of Conservancy initiatives such as our Park Ranger Program. In 2018, Citizens sponsored *Summer on Dewey*, highlighting the over 100+ free programs in the heart of downtown Boston. 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 \$160.5 billion in assets as of December 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 2,900 ATMs and approximately 1,100 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 and the Greenway Conservancy

The Greenway is the contemporary public park in the heart of Boston. The Greenway welcomes millions of visitors annually to gather, play, unwind, and explore. The Greenway Conservancy is the non-profit responsible for the management and care of The Greenway. The majority of the public park's annual budget is generously provided by private sources.

###