

Sample Press Releases

(written by Christine Hensel Triantos)



MetroWest Music Studio Expands

Note-worthy Experiences now offers instruction in voice, percussion, brass, string, and wind instruments

Sudbury, MA – Note-worthy Experiences, a music studio based in Sudbury, Mass. that has specialized in piano education for the past nine years, has expanded to include lessons in voice, percussion, guitar, violin/viola, flute, saxophone, clarinet, trombone, euphonium, horn, and tuba. Catering to students of all abilities and ages, including adults, Note-worthy Experiences is committed to instrument technique, music theory, and performance instruction. The studio is now accepting new students. For more information, visit NoteworthyExperiences.com or call 978-443-0480.

Note-worthy Experiences piano lessons are typically held in the music studio in North Sudbury, while other types of lessons are held in students' homes. The studio's eight teachers travel to sites in Boston and points west, including Sudbury, Concord, Lincoln, Weston, Wellesley, Lexington, Wayland, Natick, Framingham, Acton, Marlborough, Northborough, Southborough, Westborough, Stow, Hudson, Maynard, and surrounding towns.

Owner and Studio Director Renee Bordner, who founded Note-worthy Experiences in 2006, expanded the studio to response to student demand and community requests. "We're fortunate to live in an area in which there is a deep appreciation of music and the arts," she said. "People want to learn how to create music they can appreciate and enjoy along with others, and parents want to instill a love of music in their children. While many people are drawn to the piano, others make a stronger connection with other types of instruments, including their own voices."

The studio's precisely developed lessons are based on the abilities and goals of each individual student. Note-worthy Experiences also encourages students to participate in group performances. "Recitals benefit students as well as the greater community," said Renee. In addition to hosting an annual recital for families, the studio organizes student performances several times each year at nursing homes and other community venues.

Including Renee Bordner, who teaches piano, the studio employs eight teachers: Carl Puglisi, percussion teacher; Michael Hustedde, violin/viola teacher; Emily Cox, saxophone/clarinet teacher; David Carlino, guitar teacher; Linden Wu, flute teacher; Mark Hamilton, low brass teacher; Leonardo Ciampra, piano/organ teacher; and Caroline Olsen, voice/piano teacher.

To schedule lessons or for more information about Note-worthy Experiences, visit NoteworthyExperiences.com, send an email to noteworthyexperiencesmusic@gmail.com, or call 978-443-0480.

[Click here](#) for photos to accompany release.

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SMILE Mass to Donate 20 Beach Wheelchairs for Public Use on Cape Cod

Sudbury, MA—On Friday, June 28, SMILE Mass (Small Miracles in Life Exist) will donate 20 beach wheelchairs to public beaches on Cape Cod. This is the second consecutive year Smile MASS has donated beach wheelchairs for public use; last June, the organization presented 20 beach wheelchairs to Cape Cod towns. The floatable wheelchairs, which resemble beach recliners, have shock-absorbing wheels that maneuver easily over sandy terrain.

SMILE Mass will present the Mobi-Mat® Beach-Access chairs to the towns of Barnstable-Hyannis, Buzzards Bay, Chatham, Dennis, Falmouth, Harwich, Mashpee, Provincetown, Sandwich, Yarmouth, and Wellfleet as well as to the Long Pasture Wildlife Sanctuary, a Mass Audubon property in Barnstable.

Founded in 2009 by Sudbury, MA residents Lotte Diomedede and Susan Brown, SMILE Mass is dedicated to improving the lives of disabled persons and the people around them. Creating recreational outings without barriers is one of the organization's prime objectives.

"For families with disabled members, vacations can be complicated, expensive, and frustrating," says Susan Brown, SMILE Mass co-founder and vice president. "We want to change that. Disabilities and caregiving can be very stressful, and it's important for all families to take pleasant, relaxing breaks together from time to time."

SMILE Mass plans to donate 60 more beach chairs to public Cape Cod beaches within the next two years. [NOTE: If you're not sure, you can delete this sentence.]

In addition to offering easy transport over sand, the beach wheelchairs provide the potential for therapeutic movement in the water. Exercising in a buoyant environment is considered important by those in the rehabilitation profession, and pool therapy programs have become standard. Since salt water is more buoyant than fresh water or pool water, individuals who use the beach wheelchairs in the ocean are likely to find more movement possible.

A donation ceremony hosted by SMILE Mass will take place on Friday, June 28 at 11:30 a.m. at Chapin's Fish and Chips Beach Bar on 228 Lower County Road in Dennisport, MA 02639. The public is invited to attend.

About SMILE Mass

Founded in 2009, SMILE Mass is a 501(c)(3) non-profit organization dedicated to improving the lives of disabled persons, their families, and other caregivers. The organization welcomes donations from individuals, businesses, and other entities. SMILE Mass also sponsors a series of fundraisers, including its annual Amazing Race and annual Gobble Wobble Race, a newly launched ValueCard membership program, and other events throughout the year. For more information, visit SMILEMass.org.

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Berkshire Hematology Oncology First Private Practice in Region to Offer Cancer Patients Advanced Diagnostic Test

PITTSFIELD, MA—Berkshire Hematology Oncology, based in Pittsfield, Massachusetts, is the first private medical practice in New England to offer cancer patients an advanced diagnostic test using a new technology named “Top Medical Innovation of 2009” by the Cleveland Clinic.

By providing the CellSearch™ Circulating Tumor Cell (CTC) Test, Berkshire Hematology Oncology joins leading cancer institutes in offering a simple blood test that helps physicians make more informed decisions about caring for patients with metastatic breast, prostate, or colorectal cancer. The test—the only diagnostic platform intended to capture, identify, and monitor circulating tumor cells in patients with certain types of metastatic cancer—can provide valuable information about the progression of the disease as early as the first cycle of treatment.

“We are very excited that we can offer this important tool, which will enhance our ability to provide exemplary care by further tailoring cancer management strategies to individual patients,” said Dr. Harvey Zimbler. “The sensitive nature of this test will make it possible to consistently and accurately monitor a patient’s prognosis, allowing us to make timely, informed decisions about his or her care.”

This routine blood test is expected to become an important resource for ongoing patient management. The CellSearch™ CTC Test, which is distributed by Veridex LLC, a Johnson & Johnson company, identifies and counts CTCs in a blood sample to predict disease progression and survival in people with metastatic breast, prostate, or colorectal cancer. The results of ongoing testing for CTCs with the CellSearch™ CTC Test, in conjunction with imaging and other important parts of therapy, can help inform physicians’ treatment decisions.

According to the American Cancer Society, breast cancer claims approximately 40,000 lives each year, the vast majority of which are a result of recurrent metastatic disease. Metastatic breast cancer occurs when tumor cells spread to other locations in the body and grow. Although there are many options for the treatment of metastatic breast cancer, oncologists often have to wait several months before they can determine if a specific treatment is beneficial to the patient. Through its ability to locate one CTC in the 40 billion cells contained in a 7.5 mL sample of blood – an achievement no other diagnostic approach has been able to accomplish – the CellSearch™ CTC Test can assist oncologists in making more informed decisions about patient care sooner than with other methods.

About Berkshire Hematology Oncology

As one of the largest private medical practices in the county, Berkshire Hematology Oncology is dedicated to comprehensive medical oncology care. BHO’s five physicians—including Dr. Harvey Zimbler, Dr. Michael DeLeo, Dr. Paul Rosenthal, Dr. Spyros Triantos, and Dr. Sean Mullally—are all board certified in internal medicine as well as medical oncology and/or hematology. The practice consists of three facilities in Berkshire County: in Pittsfield, Great Barrington, and North Adams. Services include infusion, laboratory, and radiology. Since 1977, the practice has also actively participated in cutting-edge clinical research into the causes, treatment and prevention of cancer. BHO is committed to providing the highest quality, state-of-the-art diagnosis and treatment in a caring environment, built on the complete-person approach to medical needs of the cancer patient and his or her family.

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The Mount Welcomes Award-Winning Storytellers for Special Events in September and October

Immensely popular in major urban centers, storytelling events delight audiences by channeling truth, poignancy, and humor

Lenox, MA - The Mount, the home of Edith Wharton in Lenox, Mass., will host three storytelling events this fall, ushering in to the Berkshires an enormously popular source of entertainment found primarily in metropolitan areas.

On September 5 and October 18 at 8 pm, award-winning storytellers will step onstage in The Mount's historic Stable to share captivating real-life stories, and on October 19, Moth StorySLAM champion Matthew Dicks will lead a workshop for beginning storytellers. All events will be held at The Mount, located at 2 Plunkett Street in Lenox, MA. Tickets and information for all events can be found online at EdithWharton.org.

"The Mount is the perfect venue for storytelling, which beautifully blends entertainment, performance art, and literature," says Susan Wissler, executive director of The Mount. "It's no wonder storytelling has cultivated legions of fans in New York, Boston, Los Angeles, and other major cities, and has exploded in podcast popularity. We are looking forward to welcoming these skilled performers as well as an enthusiastic audience."

Storytelling event details are as follows:

Travel, Temptations, and Tribes: Storytelling at The Mount

Friday, September 5 at 8 pm (doors open at 7:30)

Seven award-winning performers--H.R. Britton, Jannelle Codianni, Norah Dooley, Liz Martin, Theresa Okokon, Brendyn Schneider, and Darlene White—present riveting real-life stories bring to about family, travel, and first times. Hosted by Norah Dooley, the program will be presented in partnership with Boston-based [massmouth](http://massmouth.com), Inc. All tickets \$15.

Love and Marriage: Storytelling at The Mount

Saturday, October 18 at 8 pm (doors open at 7:30)

Twelve-time Moth StorySLAM champion Matthew Dicks brings his Hartford-based Speak Up to The Mount for an evening of storytelling. Dicks, along with Barbara Klau, Alan MacKenzie, Diana Spechler, and Tom Reed-Swale, will share tales of love lost, love found, and love finally understood. All tickets \$15.

Speaking Your Mind: An Introduction to Storytelling

Sunday, October 19 from 9 am to 1 pm

Professional storyteller and Moth StorySLAM champion Matthew Dicks will lead a storytelling workshop designed for anyone who wishes to improve storytelling and public speaking techniques. The workshop will cover idea generation, structure and arc, critical elements, revision, humor, suspense, and performance. Workshop fee \$25.

In recent years, The Mount has become the literary hub of the Berkshires. The cultural non-profit regularly hosts esteemed writers—including novelists, poets, biographers, scholars, and journalists—for readings and discussions. Writers who have appeared at The Mount include Tom Reiss, Megan Marshall, Stacy Schiff, Simon Winchester, Mary Jo Salter, Adam Gopnik, Claire Messud, Mark Strand, Andre Dubus III, Matthew Pearl, Susan Orlean, John Berendt, Kati Marton, and many others.

(Storytellers, continued)

In September, the Mount will also host a series of free poetry events, including the Amy Clampitt Memorial Reading featuring Sharon Olds on September 12; readings on September 11 by esteemed poets with ties to the Berkshires; and a poetry workshop for high school students led by Adam Stone on September 13.

The Mount is located at 2 Plunkett Street in Lenox, Mass. For more information or to purchase tickets, visit EdithWharton.org or call 413-551-5100.

Literary programming at The Mount is supported by The Amy Clampitt Fund, a fund of the Berkshire Taconic Community Fund, and the Xeric Foundation, Inc.

About The Mount

The Mount is a National Historic Landmark and cultural center that celebrates the intellectual, artistic, and humanitarian legacy of Edith Wharton. The Mount engages a diverse audience by providing context to Wharton's life and achievements through educational and public programs as well as the conservation and preservation of her historic estate and gardens.

Each year, The Mount is host to over 40,000 visitors. Daily tours of the property are offered May through October, with special events throughout the year. Annual summer programming includes a joint exhibit with SculptureNow, Wharton on Wednesdays, Music After Hours, and the celebrated Monday Lecture Series. Exhibitions explore themes from Wharton's life and work.

For more information, visit EdithWharton.org.

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Bridges Together to Host Intergenerational Programming Workshop on March 22

SUDBURY, MA —Bridges Together, an intergenerational program that unites elementary school students and local seniors in educational settings, will be holding an informational session on Thursday, March 22 from 9 to 10:30 am at the Sudbury Senior Center, 40 Fairbank Road, Sudbury, MA. Representatives from other communities—including seniors, teachers, school administrators, and town administrators—are invited to attend to learn about the key components of successful intergenerational programs and how to initiate or strengthen their own programs. Reservations are requested. To reserve a spot or for more information, contact Andrea Weaver at andrea.weaver@BridgesTogether.com or 978-400-6813.

Bridges Together is an innovative and effective intergenerational program developed by Andrea Weaver that has been successfully implemented in public schools, private schools and community centers for more than 20 years. For students and seniors alike, Bridges Together helps to strengthen the community and increase understanding between the generations. The program promotes positive attitudes about aging, expands learning opportunities and strengthens family ties. For more information, visit BridgesTogether.com.

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Richmond Consolidated School to Establish Partnerships with Area Businesses

RICHMOND, MA – Richmond Consolidated School in Richmond, Massachusetts, has launched a partnership program in an effort to establish relationships with area businesses. The program, called the Business of Learning, is designed to benefit the participating businesses as well as the school.

In exchange for publicity to the Richmond community and the general public who attend school-sponsored events throughout the year, the Business of Learning Program invites large, medium and small businesses to contribute materials, time, money or other resources to benefit students in grades Pre-K through 8. Contributions can range from classroom curtains to musical instruments to sculpting instruction to landscaping supplies. Although teachers and administrators have prepared a “wish list,” they are also open to suggestions.

“Our students live in a wonderful community, and the parents and the town are very supportive,” said School Principal Jenevra Strock. “But we have few commercial establishments in Richmond, and we need to reach out to businesses that might be able to help as we, like all schools today, struggle for funding. Because we recognize that businesses need to get something out of this relationship too, we’re offering to them promotional opportunities with direct exposure to members of an appreciative community.”

Serving 175 students, the Richmond Consolidated School is committed to providing a rich and challenging curriculum from which all children can learn and achieve to their fullest potential. The school is recognized for its music, arts and language programs as well its students’ academic achievement. MCAS scores for Richmond students last year placed the school among the best in Berkshire County. For more information about the Business of Learning Program or the Richmond Consolidate School, call Jenevra Strock at 413.698.2207.

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