

FOR IMMEDIATE RELEASE

October 31, 2023

Contact: E. Maude Haak-Frendscho, culturaldistrictcummington@gmail.com

Cummington Cultural District Hires New Community Engagement & Media Specialist

CUMMINGTON - The Cummington Cultural District is pleased to announce the hiring of E. Maude Haak-Frendscho for the role of Community Engagement & Social Media Specialist. We welcomed her starting September 26, 2023 to support our team in growing the Cummington Cultural District, the newest Cultural District to be designated in the Commonwealth, on the eve of hosting the Hilltown Open Studio Tour.

Haak-Frendscho, who lives in Easthampton, comes to us with experience working with other municipalities both in MA and beyond in cultural organizing, public art, and community-building. Concurrently, she holds the role of Creative Economy Coordinator for the Town of Belchertown, MA, where she is in the process of initiating a Cultural District. She also serves on the Easthampton City Arts Coordinating Committee.

Haak-Frendscho can be reached at culturaldistrictcummington@gmail.com—also checked by all Committee members—to provide information or inquire about upcoming events, initiatives, or other questions about the creative activities taking place in the Cummington Cultural District. She shares: “I’m really looking forward to meeting more members of the cultural communities in Cummington and all those who shape the unique culture of this beautiful place. I hope to learn more about local interests and find ways of connecting with Cultural District activities.”



A Meet-and-Greet event is scheduled for Thursday, December 7, 2024 from 6-7pm at the Cummington Community House Library, where refreshments will be served, to connect Haak-Frendscho with community members. This Meet-and-Greet is right before the Select Board meeting at 7pm, where Haak-Frendscho will



give an update on Cultural District activities and plans ahead. Please come and introduce yourself!

Funding for this part-time, two-year position was obtained through the 2023 Mass Humanities Staffing Recovery Grant.

Please join us in welcoming her.

Cummington Cultural District Ad-Hoc Committee:
John Bye, Ilse Godfrey, Leslie Ferrin, Robert Godfrey

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The Cummington Cultural District seeks to use artists' vision and creativity to revitalize its economy, improve underutilized space, and bring residents together around a shared identity by activating and promoting a vibrant village along Main Street, celebrating all that makes Cummington unique.

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