



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
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For Immediate Release

Zeiterion Block of Purchase Street Temporarily Renamed “Cherry Tree Lane” for *Mary Poppins* Production

New Bedford, Massachusetts—Mayor Jon Mitchell announced today that the block of Purchase Street between Spring and School Streets in downtown New Bedford has been temporarily renamed “Cherry Tree Lane” in recognition of New Bedford Festival Theatre’s two-weekend production of *Mary Poppins*. The opening performance of the exclusive New England engagement of the classic Broadway musical is tonight at 7:00pm.

“It’s become a tradition to rename the Zeiterion block to celebrate Festival Theatre’s annual production,” said Mayor Mitchell. A couple of years ago Purchase Street became “Hollywood Boulevard” for *Singin’ in the Rain*. This year we will call this block of Purchase Street “Cherry Tree Lane” in honor of one of the most famous addresses in film and musical theater history—the Banks family’s home at 17 Cherry Tree Lane. The signs go up for the run of the show and then become a piece of memorabilia for Festival Theatre.”

Armand Marchand, the Executive Producer for the company, celebrating its 25th year of “bringing the best of Broadway to New Bedford,” said, “We always appreciate the Mayor and the City’s willingness to play a supporting role in our productions! *Mary Poppins* will be spectacular, so come take a magic umbrella ride with us this summer!”

New Bedford Festival Theatre will stage a total of eight performances of *Mary Poppins* over this weekend and next. For tickets or more information visit www.nbfestivaltheatre.com or call the Zeiterion box office at (508) 994-2900.

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