



Melissa Desroches
Executive Assistant to the City Manager

MEMORANDUM

TO: Thomas A. Golden, Jr., City Manager 

FROM: Melissa Desroches, Executive Assistant to the City Manager

CC: Conor Baldwin, Assistant City Manager/CFO; Doreen Burgess, Assistant to City Manager

DATE: February 10, 2026

SUBJECT: Informational—Update on Bicentennial/WinterFest 2026

The City of Lowell will celebrate its Bicentennial March 1, 2026. To celebrate, the City Manager's Office has been working closely with the Bicentennial Sponsorship Committee to plan events to highlight this milestone.

This year's WinterFest will kick-off Bicentennial celebrations with a special guest appearance by Celebrity Baker Buddy Valastro, who is gifting the city with a custom-made cake and will also host a showcase of local bakeries. In addition, the footprint has been expanded to include more exciting activities—ice sculptures, selfie stations, curling, air hockey, "Fold-A-Bear" workshop at the All Gallery, as well as traditional annual events like the Soup Competition at the Masonic Temple, Nordic Jam Sessions and the Chocolate Festival at St. Anne's Church.

Marketing and promotion for the Bicentennial kickoff at WinterFest have already begun. The Lowell Sun published an article on January 24th, a special Lowell Sun insert and ad-run will publish next week and leads through to WinterFest events. CASE will be visiting Inside Lowell podcast and is working with WCAP as well. The Communications Team has been working with CBS to produce a "One Tank Away" commercial spot which highlights Winterfest/Bicentennial and will air Feb. 16-Feb. 28. We will also be working to boost social media posts throughout the region. There is a dedicated WinterFest website at [Lowell WinterFest](#), as well as a dedicated Bicentennial website, which will launch in the coming weeks.

In addition to the WinterFest kickoff, plans are in place for Bicentennial events throughout the year—some new and some enhancements of existing festivals. More information will be forthcoming. The City has been working closely with local businesses and non-profits to plan events to include as much participation and engagement as possible.