

# CAPE ANN Museum

## **“Gloucester’s So Salty” Third Annual Festival Brings Together Cultural Institutions and Businesses to Provide Free Activities to Community**

*Saturday, Jan. 20 and Sunday, Jan. 21 from 10 a.m. to 5 p.m.*



GLOUCESTER, Mass. (January 2024) – To celebrate the fish city’s recognizably salty character, the [Gloucester’s So Salty](#) festival is back on Jan. 20 and Jan. 21 from 10 a.m. to 5 p.m. The Cape Ann Museum is partnering with Discover Gloucester and other area cultural institutions and business for the third annual event. The celebration, inspired by the annual Salem’s So Sweet event, will feature two days of family-friendly and free programming including ice sculptures, live music, salty treats, free kids’ art activities and more around Downtown Gloucester.

“This event is special to our city because it celebrates the families and businesses that make our community,” says Oliver Barker, Director of the Cape Ann Museum. “Gloucester’s So Salty captures the Cape Ann Museum’s commitment to bring community-based activities and art to everyone. We are honored to participate in this festival for the third year.”

Last year’s celebration brought together over 1,800 people to share their Gloucester pride while enjoying free ice sculptures and cultural activities around the city. The 2024 ice sculptures are sponsored by Gloucester Accommodations, Cape Ann Olive Oil, Cape Ann Museum, Cape Ann Savings Bank, The Cut, and the Sawyer Free Library.

The schedule for Gloucester’s So Salty activities includes:

- **All Weekend**
  - Grab a map from the Cape Ann Museum and find the Ice Sculptures around Downtown Gloucester
  - Free admission and art activities to the Cape Ann Museum
  - Start at Mile Marker One with Breakfast in an Igloo or end it with a Sweet & Salty Cocktail in an Igloo, *reservations recommended for igloos*, 75 Essex Ave Route 133
  - Strike a pose for a framed photo at Lockwood Studios Fine Art & Design Gallery, 2 & 4 Eastern Avenue
  - 25% discount on room rates at the Blue Shutters Beachside Inn, 1 Nautilus Road, Gloucester
  - 20% off all salt products at Cape Ann Olive Oil, 57 Main St.
  - Grab a piece of Saltwater Taffy at Fireflies Boutique, 100 Main Street
  - Salty Poetry Snippets at Dogtown Books, 132 Main Street
  - 10% off Select 'Salty' Books and a "Salty Blind Date with a Book" at the Bookstore of Gloucester, 61 Main Street
  - **After Hours:** 10% off your experience at Cape Ann Lanes/Laneside Pub & Brewery, 53 Gloucester Ave
  
- **Saturday, January 20**
  - 10:00 am – 5:00 pm – Art Activity with Pathways for Children in the CAM Studio  
*Cape Ann Museum Studio, 27 Pleasant Street*
  - 10:30 – 12:30 pm - Make Your Own Ice Cream with the Open Door  
*Sawyer Free Library at 21 Main Street*
  - 12:00 – 5:00 pm – Hot Mead Toddies, Hot Cider, and Hot Cocoa from 1634 Meadery  
*Cape Ann Museum Courtyard, 27 Pleasant Street*
  - 1:00 – 2:00 pm - Shim Sham Shimmy Tap Dance  
*Movement Arts, Gloucester, MA, (MAGMA) 11 Pleasant Street*
  - 2:00 – 3:00 pm - Find the Flock of Dancing Seagulls on Main Street
  - 3:00 - 5:00 pm - Sea Shanties with Three Sheets to the Wind  
*Cape Ann Museum Auditorium, 27 Pleasant Street*
  - 5:30 - 6:30 pm - Corey Wrinn: Roll and Go Songs inspired by Gloucester  
*The Cut, 177 Main Street*
  - 8:00 – 11:00 pm – Salty Soul: A night of funk, soul and RnB spun on vinyl by Gloucester's own DJ Enzo Arcari and Josh Byrnes aka "DJ Elevator Man" at The Cut, 177 Main Street
  
- **Sunday, January 21**
  - 10:00 – 10:30 am – Mayor Greg Verga reads *Katy and the Big Snow* by Virginia Lee Burton  
*Cape Ann Museum Library & Archives, 27 Pleasant Street*
  - 10:00 am – 5:00 pm – Paint an Oyster Shell  
*Cape Ann Museum Studio, 27 Pleasant Street*
  - 2:00- 2:30 pm - Capoeira Roda Demonstration  
*Movement Arts, Gloucester, MA, (MAGMA) 11 Pleasant Street*
  - 2:30 – 3:30 pm - Shim Sham Shimmy Tap Dance  
*Movement Arts, Gloucester, MA, (MAGMA) 11 Pleasant Street*

- 3:00 – 4:30 pm – Gloucester Songwriters Swap with Alexandra Grace  
*Cape Ann Museum Auditorium, 27 Pleasant Street*

Teaming up as community partners for the 2024 event are Discover Gloucester, Cape Ann Museum, Fireflies Boutique, Mile Marker One, The Hotel at Cape Ann Marina, The Vista, Lockwood Studios Fine Art & Design Gallery, Blue Shutters Beachside Inn, Cape Ann Olive Oil Co., The Cut, Pathways for Children, Sawyer Free Library, Cape Ann Lanes/Laneside Pub & Brewery, The Bookstore of Gloucester, Maritime Gloucester, Dogtown Books, 1634 Meadery, The Salted Cod Arthouse and MAGMA.

For more information about the Cape Ann Museum, visit [capeannmuseum.org](http://capeannmuseum.org).

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[The Cape Ann Museum](http://The Cape Ann Museum), founded in 1875, exists to preserve and celebrate the history and culture of the area and to keep it relevant to today's audiences. Spanning 44,000 square feet, the Museum is one of the major cultural institutions on Boston's North Shore welcoming more than 25,000 local, national, and international visitors each year to its exhibitions and programs. In addition to fine art, the Museum's collections include decorative art, textiles, artifacts from the maritime and granite industries, four historic structures, a Library & Archives and a sculpture park in the heart of downtown Gloucester. In Summer 2021, the Museum opened the 12,000 square foot Janet & William Ellery James Center at the Cape Ann Museum Green. The campus is located on the site at the intersection of Washington and Poplar Streets in Gloucester and is open in the summer months.

The Cape Ann Museum is located at 27 Pleasant Street in Gloucester and is open Tuesday through Saturday, 10:00 a.m. to 5:00 p.m. and Sunday, 1:00 p.m. to 4:00 p.m. General admission is \$15.00 adults, \$12.00 Cape Ann residents, seniors, and students. Youth (under 18) and Museum members are free. Cape Ann residents can visit for free on the second Saturday of each month. More information can be found on [www.capeannmuseum.org](http://www.capeannmuseum.org) or please call (978)283-0455 x110.

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