



Holyoke-South Hadley

River

ROLL+ STROLL

STREET FESTIVAL

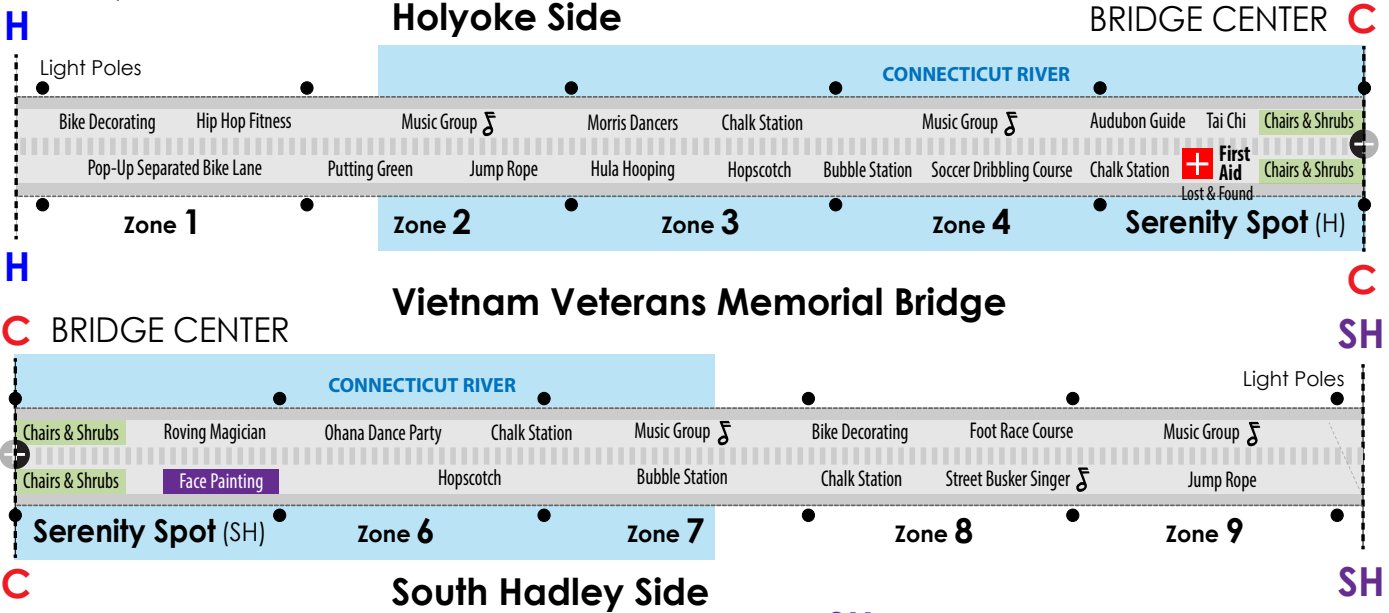


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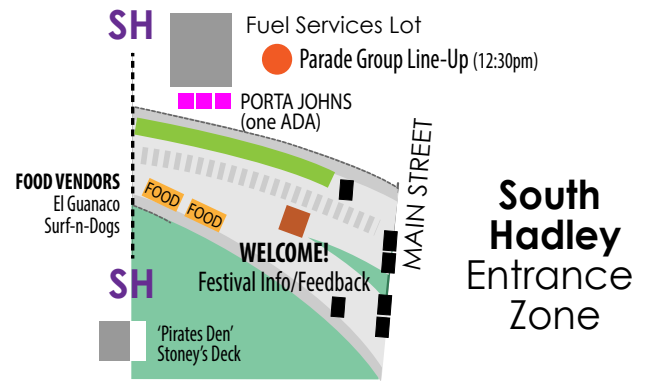
Sunday, MAY 7, 2017 from 11am to 3pm on the VIETNAM VETERANS MEMORIAL BRIDGE (Route 116)



THE BARRETT FISHWAY is a 7-10 minute walk. Take the Access Road on the Holyoke Side to view the annual fish migration and the falls overlook (FREE). The Fishway Access Road and Hadley Mill Road are closed to traffic/parking from 10:30am to 3:30pm. PORTABLE TOILETS are located at Hadley Mill Road (Holyoke Entrance Zone) and at the Fuel Services lot (adjacent to South Hadley Entrance Zone).



- Concrete Safety Barriers
- WELCOME! Information, Feedback, Volunteer Check-In
- First Aid-EMT Station, Lost and Found
- Portable Toilets (1 ADA per side)
- Community Group Booths /Tables
- Food Vendors
- Emergency Vehicle Lane (to remain open)
- Parade Group Line-Up



River Roll and Stroll is an alcohol-free and drug-free Fun Zone. No smoking and no coolers will be allowed past the barriers at the Entrance Zones.

2017 ENTERTAINMENT AND ACTIVITIES

BRIDGE SCHEDULE

Music and More, Parade, and Bridge Rededication

11:00am FESTIVAL OPENS with a single volley from End Zone Militia

11:00am Zone 1 Hip Hop Fitness Class, Juan Vasquez, Greater Holyoke YMCA
Zone 2 Inca Nuna
Zone 4 Expandable Brass Band
Zone 7 The Party Band
Zone 9 South Hadley High School Band

11:55am Zone 2 Klezmir! Quartet
Zone 4 Los Gigantes De La Plena
Zone 7 Prone to Mischief Brass Band
Zone 9 River Valley Brass Quintet

12-3pm Serenity Zone—Massachusetts Audubon Society Guide

12:50pm PARADE launches with a single volley from End Zone Militia

Join the parade groups and bands as they march from Holyoke and South Hadley toward the middle of the bridge!

Holyoke Holyoke VFW Post 801
Paper City American Legion Post 325
Paper City American Legion Ladies Auxiliary Unit 325
Vietnam Veterans of America Chapter 111
Holyoke High School Marching Band

S. Hadley South Hadley VFW Post 3104
South Hadley American Legion Post 260
Granby American Legion Post 266
Military Order of the Purple Heart Western Massachusetts Chapter 875

1:10pm Vietnam Veterans Memorial Bridge Rededication (Serenity Spot)

Welcome MC Brian Willette, Commander, VFW Post 3104
Francisco Urena, Mass. Secretary of Veterans

Invocation and National Anthem

Remarks Delfo Baribani, President, Vietnam Veterans Chapter 111
Bennett Walsh, Superintendent, Holyoke Soldiers' Home

Reading of the Names of Our Fallen
Color Guard and End Zone Militia Rifle Salute, followed by Taps
In Their Memory, We Rededicate This Bridge (new bridge signs unveiled)
Close: All sing 'God Bless America'

1:30pm Zone 2 Interplay Jazz Band
Zone 4 J-Meil 'The Musical Menace'
Zone 7 Second Line Social Aid and Pleasure Society
Zone 9 South Hadley Community Band and Holyoke Senior Band

2:10pm Zone 2 Holyoke Public Schools Music Group
Zone 4 Bomba De Aqui
Zone 7 Hartford Hot Several Funky Marching Band
Zone 9 Sweet's Mandolin Orchestra

3:00pm FESTIVAL CLOSES with a single volley from End Zone Militia Bridge will re-open to traffic at 3:30pm

BRIDGE ACTIVITIES

Ongoing from 11am to 3pm (BREAK FOR PARADE)

Roving End Zone Militia Group and Patriots Mascot
Roving Wendy Farley, 'Pirate Wrongway' and Crew
Roving Connecticut River Shad and Lamprey Eel

Zones 1-4 (Holyoke Side)

Zone 1 Bike Decorating
Zone 1 Pop-Up Separated Bike Lane (MassDOT)
Zone 2 Ledges Golf Course Putting Green
Zone 2 Jump Rope
Zone 3 Stick 'N the Mist Morris Dancers
Zone 3 Chalk Drawing
Zone 3 Hula Hooping, with Joseph Latowski
Zone 3 Hopscotch
Zone 4 Bubble Station
Zone 4 Soccer Dribbling Course
Holyoke Youth Soccer League (HYSL)

Serenity Spot (Bridge Center)

Serenity **EMT Station /First Aid, Lost and Found**
Staffed by S. Hadley Fire District 1
and Holyoke Fire Station 1

Serenity Tai Chi with Denise Barry
(On the hour and half-hour)

Serenity Chalk Drawing Station

Serenity Jeff Kempton, Roving Magician

Serenity **FREE** Face Painting: Emma Rose Huse,
Mask Makers; Three Bears Face Paint

Zones 6-9 (South Hadley Side)

Zone 6 Ohana School of Performance Arts
Dance Party

Zone 6 Chalk Drawing

Zone 6 Hopscotch

Zone 7 Bubble Station

Zone 8 Bike Decorating

Zone 8 Foot Race Course
South Hadley High School Girls Soccer Team

Zone 8 Chalk Drawing Station

Zone 8 Christopher Worth, Street Singer/Musician

Zone 9 Jump Rope



Holyoke + South Hadley

SOUTH HADLEY and HOLYOKE ENTRANCE ZONES: Community Booths and Food Vendors

Holyoke Side—Community Organizations

All Out Adventures	Let's Move Holyoke
Connecticut River Conservancy	One Holyoke
Dare Family Services	MA Dept. of Children and Families (DCF)
Holyoke Historical Society	MA Dept. of Transportation (MassDOT)
Holyoke Medical Center	MassBike
Holyoke Masons	Mount Tom Citizens Council
Holyoke Public Library	Nuestra Raices
Holyoke Rows	Valley Bike Share
Holyoke Urban Bike School (HUBS)	Veterans Center
Holyoke Youth Soccer League (HYSL)	
Holyoke YMCA	

South Hadley Side—Community Organizations

Friends of Buttery Brook Park
 Mount Holyoke Masonic Lodge
 South Hadley Canal Park Committee
 South Hadley Council on Aging
 South Hadley Falls Neighborhood Association
 South Hadley Farmers Market
 South Hadley-Granby Neighbors Helping Neighbors Food Pantry
 South Hadley Historical Society—Firehouse Museum
 South Hadley Lions Club
 South Hadley Drug and Alcohol Prevention Coalition
 South Hadley Public Library
 Also...Pirate Wrongway's Den at Stoney's Deck

FOOD VENDORS

Bottled water and other beverages will be available from food vendors on both sides of the river.

Holyoke Side

Holyoke Hummus Company
 Bistro Bus
 Sidecar Bicycle Bakery/Beignets

South Hadley Side

El Guanaco
 Surf-n-Dogs

Roving the Bridge

Crooked Popsicle Sticks
 Bicycle Cart



SPONSORS AND ACKNOWLEDGMENTS



River Roll and Stroll is the Official Kick-Off Event to 2017 Bay State Bike Week

The Bike/Walk Committees of the City of Holyoke and the Town of South Hadley are pleased to present the 2017 Holyoke-South Hadley River Roll and Stroll on the Route 116 Vietnam Veterans Memorial Bridge with support from the Massachusetts Department of Transportation, both communities, and MassBike. We thank our sponsors, volunteers, and all those who have assisted in so many ways to make this event possible.



Holyoke Medical Center



REPUBLIC SERVICES



River Roll and Stroll Steering Committee

Sean Condon Holyoke Co-Chair	Wendy Farley
Mariann Millard South Hadley Co-Chair	Lucia Foley
Price Armstrong	Halley Offner
Liz Austin	Gmeiner
Ira Brezinsky	Michael Moriarty
Henry Canby	Melissa O'Brien
Jessica Collins	Israel Rivera
Larry Dubois	
Mark Dunlap	

Special Thanks

MA Department of Transportation
 State Rep. Aaron Vega
 State Rep. John Scibak
 State Sen. President Stan Rosenberg
 Michael Knapik, Director, Western Mass. Office of the Governor
 City of Holyoke
 Mayor Alex B. Morse
 Holyoke City Council
 Gladys Lebron-Martinez,
 Holyoke Ward 1 Councilor
 Holyoke Dept. of Public Works
 Holyoke Gas and Electric
 Holyoke Police Department
 Holyoke Fire Department
 Holyoke Public Schools
 Greater Holyoke YMCA

OneHolyoke CDC
 Robert E. Barrett Fishway
 Maeliz Colon
 Nikki Rosario
 Town of South Hadley
 South Hadley Select Board
 Sarah Etleman, Chair,
 South Hadley Select Board
 Mike Sullivan, South Hadley
 Town Administrator
 South Hadley Dept. of Public Works
 South Hadley Police Department
 South Hadley Public Schools
 South Hadley Falls Neighborhood Assn.
 South Hadley Fire District 1
 South Hadley Golf Commission
 Music and Arts South Hadley
 Oliver Doisneau
 Diane LaRoche

Kristin Will, Editor, South Hadley
 Town Reminder and Holyoke Sun
 Bob Smith and Dan Pease,
 South Hadley Channel 15

Fish 'Kite' Artists

Kelly Elementary School, Holyoke
 3rd, 4th, 5th and 8th Grade Students
 Denise Descouteau, Art Teacher
 Phil Christofori, Art Teacher
 South Hadley Public Library
 Adults and Children
 Meg Clancy, Youth Librarian
 South Hadley Council on Aging
 Senior Citizens and Grandchildren
 Nancy Yesu, Activities Director
 Leslie Hennessey, Executive Director

Volunteer Coordinators

Miranda and John Shannon