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BOSTON POPS ANNOUNCES EATON VANCE AS PRESENTING SPONSOR FOR
BOSTON POPS FIREWORKS SPECTACULAR; LEADING GLOBAL ASSET MANAGER MAKES
THREE-YEAR COMMITMENT TO SUPPORT BOSTON’S ICONIC FOURTH-OF-JULY CELEBRATION

BLOOMBERG TO BE MAJOR SPONSOR AND MEDIA PARTNER IN 2017, 2018, AND 2019,
BROADCASTING THE JULY FOURTH CELEBRATION TO A GLOBAL TELEVISION AND RADIO
AUDIENCE; LIVE CONCERT STREAM TO BE AVAILABLE ON BLOOMBERG.COM AND
BLOOMBERG’S MOBILE AND OTT PLATFORMS

POP SENSATION ANDY GRAMMER AND AMERICAN FOLK ROCK
SINGER-SONGWRITER MELISSA ETHERIDGE TO PERFORM WITH THE POPS
DURING THE 2017 BOSTON POPS FIREWORKS SPECTACULAR

The Boston Pops—producer of the Boston Pops Fireworks Spectacular—today announced that Eaton Vance, a leading global asset manager based in Boston, has committed to becoming the presenting sponsor of the event for an initial period of three years beginning in 2017. Also announced today, Bloomberg, the global business and financial information and news leader, has made an initial three-year commitment to be a major sponsor and media partner, bringing Boston’s iconic Fourth of July celebration to a far-reaching national and international viewership starting in 2017. The Boston Pops Fireworks Spectacular will be broadcast on Bloomberg Television and to radio listeners around the world through its flagship station in Boston on 1200 AM/94.5 FM HD2; the concert will also be streamed live on Bloomberg.com and on the Bloomberg mobile app.

In addition, the Boston Pops is pleased to announce that pop sensation Andy Grammer and American folk rock singer-songwriter Melissa Etheridge will join Keith Lockhart and the Boston Pops for the July 3 and 4 concert presentations at the Massachusetts Department of Conservation and Recreation’s (DCR) Hatch Memorial Shell located on the Charles River Esplanade. Andy Grammer’s current single, “Fresh Eyes,” was recently certified gold, is #9 on the iTunes Pop Charts, and has had over 138 million streams on Spotify. Melissa Etheridge’s performance on July 4 is something of a homecoming for the artist, as the Oscar and two-time Grammy Award-winning performer is one of Berklee College of Music’s most famous alumni. Details about additional featured artists will be released at a later date.
QUOTE FROM KEITH LOCKHART, JULIAN AND EUNICE COHEN BOSTON POPS CONDUCTOR
“We are thrilled to welcome Eaton Vance as presenting sponsor of the Boston Pops Fireworks Spectacular, and Bloomberg as a major sponsor and global media partner. These new sponsorships will undoubtedly play a major role as the Boston Pops launches a new and glorious chapter in the event’s storied history as one of this country’s premier Independence Day celebrations. We are also thrilled to announce that singer-songwriter Melissa Etheridge and pop sensation Andy Grammer will join the Pops for what promises to be a fantastic July 4 celebration this summer.

“The Boston Pops’ new partnership with Eaton Vance shows what can be achieved when two great Boston institutions join forces to continue to bring Boston’s legacy July 4 event to audiences far and wide across the country and around the globe. Our new media partnership with Bloomberg opens up new possibilities for the Pops to share its singular music-making and the event’s spectacular fireworks show to a greater national and international audience. In addition, we look forward to continuing to work closely with our colleagues at the Governor’s and Mayor’s offices to ensure the event moves forward in the style and scope universally recognized and appreciated over the years.

“Speaking for all of us at the Boston Pops and all our wonderful collaborators, we can’t imagine better partners for the first Boston Pops-produced Fireworks Spectacular than Eaton Vance and Bloomberg.”

QUOTE FROM THOMAS E. FAUST, JR., CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF EATON VANCE
“Eaton Vance is proud to support the Boston Pops Fireworks Spectacular, a summer tradition on Boston’s Esplanade for over forty years. By partnering with the Boston Pops—America’s Orchestra—we honor our nation’s founding and the values of liberty and justice for all. In giving back to our community, we enrich the lives of friends and colleagues in Boston, across America and around the world.”

QUOTE FROM MICHAEL R. BLOOMBERG, FOUNDER OF BLOOMBERG LP AND BLOOMBERG PHILANTHROPIES
“The Boston Pops Independence Day celebration is a great American tradition in a city where so much American history has been made. We’re glad to support it, and to help bring it to more people across the country and around the world.”

QUOTE FROM GOVERNOR CHARLIE BAKER
“Boston’s July 4th celebration on the Charles River Esplanade has enchanted millions for decades, and we are so excited that with these new partnerships, this tradition will continue to make patriotic memories for young and old. The music of the Boston Pops and the awe-inspiring fireworks are not only a locally treasured ritual, they are the Commonwealth’s gift to America as we commemorate our nation’s birth. We are grateful to Eaton Vance and Bloomberg for their collaboration.”

QUOTE FROM MAYOR MARTIN J. WALSH
“I am incredibly grateful for the partnership of Eaton Vance and Bloomberg in sponsoring and supporting one of Boston’s most special traditions. The Boston Pops Fireworks Spectacular brings together thousands of residents and visitors to celebrate our nation’s independence, fostering a spirit of community amongst people who share a love for our country. I look forward to another fun and successful celebration this year, and to continued partnership to ensure the continuation of this cherished tradition.”
BRIEF BACKGROUND ON THE BOSTON POPS FIREWORKS SPECTACULAR
One of the country’s premier Independence Day celebrations—which annually draws a crowd of more
than 500,000 people to DCR’s Hatch Memorial Shell located on the Charles River Esplanade, along with a
broadcast viewership of approximately 4.5 million (last year’s number)—carries on in the tradition of
founders Arthur Fiedler (Boston Pops Conductor, 1930-1979), who initiated the free Esplanade Concerts
in 1929, and David Mugar, who revitalized the tradition with fireworks and cannons in 1974, and a
flyover added in 1995. Over the years, this free concert and fireworks extravaganza has attracted not
only the people of Greater Boston, but also millions of visitors to our great city. Under the auspices of
the Boston Pops, longtime Boston Pops Fireworks Spectacular Executive Producers Pamela Picard and
Richard MacDonald continue to manage the planning and operations of the event. The Boston Pops is
honored that Mr. Mugar has now taken on an advisory role. Following the protocol of all recent Fourth-
of-July celebrations, the Boston Pops is working closely with local and state officials on all aspects
inherent to the success of the event. For a brief history of the Boston Pops July 4 celebration, click
here.

ABOUT EATON VANCE
Eaton Vance is a Boston-based, leading global asset manager whose history dates back to 1924. With
offices in North America, Europe, Asia, and Australia, Eaton Vance and its affiliates Parametric Portfolio
Associates, Atlanta Capital Management, Calvert Research and Management, and Hexavest offer
individuals and institutions a broad array of investment strategies and wealth management solutions.
The Company’s long record of providing exemplary service, timely innovation, and attractive returns
through a variety of market conditions has made Eaton Vance the investment manager of choice for
many of today’s most discerning investors. For more information, visit eatonvance.com.

ABOUT BLOOMBERG
Bloomberg, the global business and financial information and news leader, gives influential decision-
makers a critical edge by connecting them to a dynamic network of information, people and ideas. The
company’s strength – delivering data, news and analytics through innovative technology, quickly and
accurately – is at the core of the Bloomberg Professional service. Bloomberg’s enterprise solutions build
on the company’s core strength: leveraging technology to allow customers to access, integrate,
distribute and manage data and information across organizations more efficiently and effectively. For
more information, visit www.bloomberg.com or request a demo.

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