DETAILS ANNOUNCED FOR 2018 BOSTON POPS FIREWORKS SPECTACULAR

AMERICAN SINGER/SONGWRITER AND NEWTON-RAISED RACHEL PLATTEN, WHOSE MEGA HIT “FIGHT SONG” TOPPED THE CHARTS WORLDWIDE, TO HEADLINE THE 2018 BOSTON POPS FIREWORKS SPECTACULAR CONCERT IN THE HATCH SHELL ON THE CHARLES RIVER ESPLANADE ON JULY 3 AND 4; EVENT TO ALSO FEATURE TWO GRAMMY AWARD-WINNING ARTISTS, AMERICAN MUSICIAN RHIANNON RIDDENS FROM THE CAROLINA CHOCOLATE DROPS AND FOLK-ROCK AMERICAN DUO AMY RAY AND EMILY SALIERS OF THE INDIGO GIRLS

THE LEGENDARY SINGER/ACTOR/DANCER RITA MORENO—WINNER OF THE ACADEMY AWARD FOR BEST SUPPORTING ACTRESS FOR THE 1961 FILM VERSION OF WEST SIDE STORY—WILL PLAY A MAJOR ROLE IN THE EVENING’S LEONARD BERNSTEIN CENTENNIAL TRIBUTE

MAJOR NEW STREAMING DETAILS IN 2018: JULY 4 BROADCAST—LIVE ON BLOOMBERG TV AND RADIO, 8-11 P.M.—WILL BE MADE AVAILABLE BY BLOOMBERG FOR STREAMING ON GLOBE.COM AND BOSTON.COM, TWO OF THE LARGEST AND MOST POPULAR DIGITAL NEWS PLATFORMS IN THE COUNTRY; THEY JOIN BLOOMBERG.COM AND BOSTONPOPSJULY4TH.ORG—ALSO NEW IN THE STREAMING LINEUP IN 2018—IN MAKING THE ICONIC INDEPENDENCE DAY CONCERT EASIER AND MORE ACCESSIBLE FOR THE WIDEST SPECTRUM OF VIEWERS

TUNE IN DETAILS ABOUT THE BLOOMBERG TV AND RADIO BROADCASTS, AS WELL AS STREAMING ON BLOOMBERG MOBILE AND OTT DEVICES, ARE AVAILABLE HERE; THE BOSTON POPS FIREWORKS SPECTACULAR SMARTPHONE APP—PROVIDING DETAILS ABOUT THE DAY’S EVENTS, CONCERT, AND BROADCAST WILL BE AVAILABLE AS OF JUNE 1

ALSO NEW IN 2018: GIANT SCREEN FOR VIEWING JULY 4 CONCERT TO BE INSTALLED ON THE ROSE KENNEDY GREENWAY FOR ADDITIONAL PUBLIC VIEWING OF EVENT

BLOOMBERG’S ALIX STEEL AND CAROL MASSAR TO SERVE AS CO-HOSTS FOR THE LIVE CONCERT AND BROADCAST PROGRAM, WITH ADDITIONAL REPORTING BY MATT MILLER; JANET WU TO REPORT ON THE EVENT VIA THE DIGITAL STREAMING BROADCASTS
EATON VANCE IS PRESENTING SPONSOR FOR 2018 BOSTON POPS FIREWORKS SPECTACULAR; LEADING GLOBAL ASSET MANAGER MARKS SECOND YEAR AS PRINCIPAL SUPPORTER OF BOSTON’S ICONIC FOURTH-OF-JULY CELEBRATION

BLOOMBERG IS MAJOR SPONSOR AND MEDIA PARTNER FOR 2018 JULY 4 EVENT, ALSO MARKS SECOND YEAR OF COMMITMENT TO THE EVENT; BLOOMBERG TO BROADCAST THE JULY FOURTH CELEBRATION TO A GLOBAL TELEVISION, DIGITAL, AND RADIO AUDIENCE

“TEXT TO GIVE” DETAILS IN SUPPORT OF THE BOSTON POPS FIREWORKS SPECTACULAR AT ADDRESS WILL BE MADE AVAILABLE TO THOSE ATTENDING THE CONCERT ON THE ESPLANADE AND THOSE WATCHING OR LISTENING THROUGH THE LIVE STREAMS

FOR PRESS ACCESS TO FIREWORKS BARGES ON JULY 1 AND 2 AND TO REGISTER FOR MEDIA CREDENTIALS, CONTACT STEVE MACDONALD AT STAGEACCESS@AOL.COM OR 617-817-2111

FOR PHOTOS OF KEITH LOCKHART, GUEST ARTISTS, AND SPONSORS, CLICK HERE: https://app.box.com/s/nxkxv18qiki7vcz48xvelvktttitr3

The headliner for the 2018 Boston Pops Fireworks Spectacular, under the direction of Keith Lockhart, is Daytime Emmy Award-winning, quadruple platinum-selling recording artist Rachel Platten, who grew up in Newton Centre, Massachusetts. Ms. Platten’s hit release, “Fight Song,” topped multiple charts worldwide with its release in 2015, and her 2016 album Wildfire was certified gold by the Recording Industry Association of America. In addition, the Boston Pops is also pleased to announce two Grammy-award winning artists who will be featured during the event: American musician and recent MacArthur Grant recipient Rhiannon Giddens, the lead singer, violinist, banjo player, and a founding member of the acclaimed country, blues, and old-time music band Carolina Chocolate Drops, and the Indigo Girls, the folk music American duo featuring singers Amy Ray and Emily Saliers, two of the most successful singer-songwriters of their generation. The Boston Pops Fireworks Spectacular on July 3 (concert, 8-10:30 p.m.) and July 4 (concert and fireworks, 8-11 p.m.) will mark the first performances to take place in the renovated Massachusetts Department of Conservation and Recreation’s (DCR) Hatch Memorial Shell on the Charles River Esplanade.

The 2018 Boston Pops Fireworks Spectacular—one this country’s largest and oldest public Fourth-of-July events and one of the biggest annual outdoor concerts anywhere in the world—will also pay tribute to the legendary American musician Leonard Bernstein (1918-1990) as part of an international celebration marking the centennial of his birth. The Pops is very happy to announce that the legendary singer/actor/dancer Rita Moreno, who played the role of Anita in the film adaptation of Leonard Bernstein and Stephen Sondheim’s groundbreaking Broadway musical, West Side Story, will make a special appearance on the July 3 and 4 performances in honor of the Bernstein centennial tribute. Recipient of the Academy Award for Best Supporting Actress for that role, Rita Moreno is one of only twelve artists to have won all four major annual American entertainment awards, including an Oscar, an Emmy, a Grammy, and a Tony. The five musicians of this all-female guest artist lineup—Moreno, Platten, Giddens, Ray, and Salier—will all be making their debut with the Boston Pops. The program will also showcase members of the Tanglewood Festival Chorus, the official chorus of the Boston Pops and Boston Symphony orchestras. As is the tradition, a major 20-minute fireworks show designed by Grucci Fireworks, and accompanied by the music of the Boston Pops and other popular music of the past and present, will bring the Boston Pops Fireworks Spectacular to an end.
NEW THIS YEAR—in addition to the 2018 Boston Pops Fireworks Spectacular broadcast on Bloomberg TV, Bloomberg Radio, and Bloomberg.com, 8-11 p.m., digital stream access will expand to include globe.com and boston.com, two of the largest and most successful news information web sites in the country—with 9 million unique visitors monthly. Bloomberg.com, which broadcast the live stream last summer, will also be joined by bostonpopsjuly4th.org, adding yet another option for viewing the show online. Also new in 2018, a major viewing screen will be mounted on the Rose Kennedy Greenway, adding an additional public viewing site for the event. Details about the many ways to tune in to the live concert broadcast, including additional radio options and mobile phone video streaming capability, are outlined below. In addition, the Boston Pops Fireworks Spectacular App for iOS and Android devices, introduced in June 2017 and providing up-to-the-minute detailed event, broadcast, and schedule information, will be available in early June.

Alix Steel, co-anchor of "Bloomberg Daybreak Americas" on Bloomberg Television and Carol Massar, co-anchor of "Bloomberg Markets" on Bloomberg Radio, will return to co-host the 2018 Boston Pops Fireworks Spectacular performance and concert television and radio broadcasts, with additional reporting by Matt Miller, co-anchor of "Bloomberg Markets: European Open" on Bloomberg Television. New to the hosting line up is Janet Wu, reporter/anchor for Boston Bloomberg Radio, who will report on the event via the digital streaming broadcasts.

Eaton Vance, a leading global asset manager based in Boston, is the Presenting Sponsor for the 2018 Boston Pops Fireworks Spectacular. Bloomberg, the global business and financial information and news leader, is the major sponsor and media partner for the event. Both Eaton Vance and Bloomberg made an initial three-year commitment to sponsor the Boston Pops Fireworks Spectacular beginning in 2017.

QUOTE FROM KEITH LOCKHART, JULIAN AND EUNICE COHEN BOSTON POPS CONDUCTOR

“All of us at the Boston Pops are thrilled to be working for the first time with Rachel Platten, Rhiannon Giddens, and the Indigo Girls, all of whom are extraordinary figures in the great and varied landscape of this country’s musical offerings. To add to this fabulous all-female lineup, we are also thrilled that Rita Moreno is part of our centennial celebration of Leonard Bernstein, one of the most remarkable and influential cultural figures in this country’s history, to our fantastic audiences of the Boston Pops Fireworks Spectacular. We are particularly proud to say that Bernstein, who was born in Lawrence, Massachusetts and attended Harvard University, made his professional conducting debut leading the Boston Pops from the Hatch Shell podium in 1941. So it is especially fitting that we will be feting him on the very spot that launched his extraordinary musical career.

“In addition to the broadcast on Bloomberg TV, Bloomberg Radio, and bloomberg.com, our media sponsor will expand its digital broadcast streaming options by adding globe.com and boston.com, Boston’s go-to news web sites, as well as our very own bostonpopsjuly4th.org.

“We are extremely grateful to both our Presenting Sponsor, Eaton Vance, and Major Sponsor and Media Sponsor, Bloomberg, whose exemplary support helps us continue to bring the very best of the Boston Pops to the citizens of Boston for our city’s Fourth of July celebration. Quite simply put, the Boston Pops Fireworks Spectacular would not be possible without the generous financial support of these great companies. To help defray costs associated with the event beyond these incredibly generous sponsorships, the Boston Pops will ask concertgoers and viewers to support the event through a text-to-give campaign.
“Each year, the Boston Pops Fireworks Spectacular inspires us all to feel tremendous pride in our fantastic city, which played such an essential role in our country’s founding, and which continues in a profoundly meaningful way to reflect the great American spirit.”

QUOTE FROM MARK VOLPE, BOSTON SYMPHONY ORCHESTRA EUNICE AND JULIAN COHEN MANAGING DIRECTOR
“The Boston Pops Fireworks Spectacular is one of Boston’s proudest moments each year and represents an amazing example of multiple forces throughout the city and state coming together to produce one of the largest public concerts to take place anywhere in this country or throughout the world. That is why it is exceedingly gratifying to know that the concerts on July 3 and 4 give back to the city and state by generating an estimated $23.1 million increase in economic activity for the City of Boston and $15 million for the Commonwealth of Massachusetts. We are all incredibly fortunate to be part of this singular annual celebration, absolutely unique to the city of Boston and its appreciative citizens.”

QUOTE FROM THOMAS E. FAUST, JR., CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF EATON VANCE
“Eaton Vance is pleased to once again support the Boston Pops Fireworks Spectacular as Presenting Sponsor. This cherished Boston institution remains the foremost annual celebration of our nation’s founding values, a musical and entertainment extravaganza without peer. Our support exemplifies Eaton Vance’s commitment to giving back to the communities in which we live and work, and the special place this one-of-a-kind event holds in the hearts of its millions of fans.”

QUOTE FROM AL MAYERS, GLOBAL HEAD OF BLOOMBERG TELEVISION AND RADIO
“The Boston Pops Fireworks Spectacular features world-class music, celebrity performers, a tribute to the military, and stunning fireworks that celebrate and unify our nation and the city of Boston. Bloomberg is very proud to be the media partner, bringing this iconic event to an expanded global audience via our TV, Radio, digital, and mobile platforms.”

QUOTE FROM LINDA PIZZUTI HENRY, MANAGING DIRECTOR OF THE BOSTON GLOBE
“The Boston Globe is extremely pleased to work with Bloomberg, The Pops, Eaton Vance, and the city of Boston to bring what is one of Boston’s most iconic events to even more people. By streaming the Independence Day concert and fireworks on both globe.com and boston.com, we’re opening up this wonderful celebration to the world and showcasing all that makes Boston a truly world-class city. The Boston Globe knows and appreciates how collaboration can take events to another level.”

QUOTE FROM GOVERNOR CHARLIE BAKER
“Each year, the Boston Pops Fireworks Spectacular is a special opportunity to come together and celebrate America’s rich history. The Commonwealth is proud to once again welcome families and visitors of all ages to the Esplanade this July to mark Independence Day.”

QUOTE FROM MAYOR MARTIN J. WALSH
"There is no place more fitting to celebrate Independence Day than Boston and I am excited that the continued tradition of the Firework Spectacular will mark its 45th anniversary this year. You can’t ask for a better night than performances by the Boston Pops as well as guest artists and a firework display celebrating our independence in the place where it all began.”

NEW IN 2018: GLOBE.COM, BOSTON.COM AND BOSTONPOPSJULY4TH.ORG JOIN BLOOMBERG.COM TO OFFER VIEWERS MORE STREAMING OPTIONS FOR VIEWING THE JULY 4 CONCERT AND FIREWORKS
SHOW; DIGITAL PLATFORMS WILL STREAM THE CONCERT IN CONJUNCTION WITH THE LIVE BLOOMBERG TV BROADCAST ON JULY 4, 8-10:30 P.M.

Bloomberg TV Adds Multiple Digital Viewing Options, Including the Hugely Popular Site, Boston.com, to the Mix to Create a Variety of Options for Viewing the Boston Pops Fireworks Spectacular

The Boston Pops Fireworks Spectacular on Bloomberg TV on July 4 from 8-11 p.m., will be available for streaming on Bloomberg.com, as well as, for the first time, on globe.com and boston.com, two of the largest and most visited news sites in the country, and Boston's go-to news and information, entertainment, and things to do web sites. Also new in 2018, bostonpopsjuly4th.org will join in live streaming the Boston Pops Fireworks Spectacular, offering fans additional easy access viewing options for streaming the show. The concert stream can also be viewed on Bloomberg's mobile and OTT platforms across Apple TV. The digital concert stream will be available for 24 days after the July 4 performance/broadcast.

These digital options, along with the live broadcast on Bloomberg TV and Bloomberg Radio, and a variety of additional radio listening options (see “Tune In” information below), will help ensure easy access for the event’s loyal traditional television watcher and radio listener, as well as fans wanting to view the show online or on their mobile device, here in Boston, throughout the country, and around the world.

Visit bostonpopsjuly4th.org for further details about the wide variety of options for viewing or listening to the show.

Where to Tune in for Bloomberg's Television Broadcast in the Greater Boston Area

Pay TV customers in the greater Boston area can view the Boston Pops Fireworks Spectacular on DISH: Channel 203DirectTV: Channel 353; and RCN: Channels 325/672. For Comcast subscribers within the greater Boston area, Bloomberg TV can be found on channels 45, 757 or 844, depending on the location in the market. Viewers beyond the greater Boston area should check their local pay TV provider listings for information on where to tune in to see Bloomberg TV’s Boston Pops Fireworks Spectacular in their local areas. For a TV Tune-In Chart on where to view the Boston Pops Fireworks Spectacular on Bloomberg Television in the Greater Boston area, visit bostonpopsjuly4th.org.

Bloomberg Radio

Radio listeners in the greater Boston area can hear the concert through Bloomberg's flagship stations in Boston and Newburyport on 106.1 FM / 1330 AM / 1450 AM/ 92.9-HD2, and via expanded coverage this year on 99.1 WPLM-FM (Plymouth, MA) covering Boston's South Shore, Southeastern Massachusetts, Cape Cod and portions of Rhode Island. Nationally the concert can be found on SiriusXM channel 119, online at bloombergradio.com, and via mobile on the Bloomberg and iheartradio apps.

Boston Pops Fireworks Spectacular App to Offer More Information About Concert and Broadcast Events

The Boston Pops Fireworks Spectacular App for iOS and Android devices, introduced in June 2017, is scheduled to be available in early June. Boston Pops Fireworks Spectacular App users will be able to stream the concert on their smartphones. The app will also provide up-to-the-minute detailed event, broadcast, and schedule information. Information for those attending the event—such as what to bring with them, commemorative camera filters for photos, an interactive map with tags showing points of interest on the Esplanade, including information about merchandise, food and beverage, and entry gates, are among the highlights of the app.
FURTHER DETAILS OF 2018 BOSTON POPS FIREWORKS SPECTACULAR, INCLUDING PRESS ACCESS INFO
On July 4, gates open at 9 a.m. and the Boston Pops Fireworks Spectacular concert begins at 8 p.m., followed by the event’s fireworks display at approximately 10:30 p.m. On July 3, the gates open at 5 p.m. and the performance begins at 8 p.m.; there will be no fireworks on July 3. Concert attendees of the event can ride the MBTA for free after 9:30 p.m. on July 4. Complete details can be found at bostonpopsjuly4th.org. For information about how to register for press credentials for the July 3 and 4 performances, as well as info about access to the fireworks barges on July 1 and 2, contact Steve MacDonald at stageaccess@aol.com or 617-817-2111.

PRODUCTION TEAM FOR THE 2018 BOSTON POPS FIREWORKS SPECTACULAR
The live broadcast will be produced by Michael Mathis, a multiple Emmy Award-winning producer and writer with more than 25 years of experience creating, developing, and producing telecasts and special events and who has produced the broadcast for many years. Mr. Mathis’s recent video projects include Christmas in Rockefeller Center and The Nobel Peace Prize Concert. Joining the production team for the second consecutive year, Sandra Restrepo Considine will take on the role of director of the telecast. Among her many prestigious accomplishments, Restrepo Considine directed the first live televised musical performance of Lin-Manuel Miranda's Broadway sensation "Hamilton" during last year’s Grammy Awards and MTV’s weekly, live music series "Wonderland"; she also served as show director for more than 250 episodes of ABC’s "Jimmy Kimmel Live!" The Boston Pops Fireworks Spectacular was created by David G. Mugar.

The 2018 Boston Pops Fireworks Spectacular production team also includes Director of Boston Pops and Concert Operations and Assistant Director of Tanglewood Christopher W. Ruigomez; Boston Pops Director of Artistic Planning Dennis Alves, Executive Producer and Event Director Pamela Picard, and Executive Producer and Operations Director Richard MacDonald.

THE BOSTON POPS AND THE COMMONWEALTH OF MASSACHUSETTS’ DEPARTMENT OF CONSERVATION AND RECREATION
The Boston Pops thanks the Commonwealth of Massachusetts’ Department of Conservation and Recreation, Governor Charlie Baker, Lieutenant Governor Karen Polito, and Department of Conservation and Recreation Commissioner Leo Roy for their continued support of the Boston Pops Fireworks Spectacular at the Massachusetts Department of Conservation and Recreation’s (DCR) Hatch Memorial Shell located on the Charles River Esplanade.

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 400,000 people to DCR’s Hatch Memorial Shell located on the Charles River Esplanade—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 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. (For a Boston Pops brief history, click here.)
NEW INFORMATION ABOUT THE ECONOMIC IMPACT OF THE BOSTON POPS FIREWORKS SPECTACULAR
The Boston Pops Fireworks Spectacular (BPFS) events on July 3 and 4 generate an estimated $23.1 million increase in economic activity for the City of Boston (Suffolk County) and $15 million for the Commonwealth of Massachusetts, according to the findings of a larger recent third-party study by Stephen Sheppard, Professor of Economics at Williams College, that also included information about the economic impact of the Boston Symphony Orchestra and Tanglewood, the BSO’s summer home located in the Berkshires of western Massachusetts, where the Boston Pops is also featured in several performances throughout the summer. The Boston Symphony Orchestra’s performance and operations activities have more than a $261 million impact on the economic activity of the Commonwealth of Massachusetts; Tanglewood’s performance and operations activities have more than a $103 million impact on the economic activity in the state and in the Berkshire region. (Link to press release.)

SPONSORSHIP
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.

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