



**MEDIA CONTACT:**

Ann Murphy [ann@sevenletter.com](mailto:ann@sevenletter.com)

Ph: 617-646-1031

**Beantown Beanfest™ Featured in New 30-Second Video**

*Boston's first-ever Festival Dedicated to its Namesake will be held Saturday, June 24<sup>th</sup>, on the Rose Kennedy Greenway*



**BOSTON, MA (XX, XX)** -- Beantown Beanfest is coming to Boston and wants you to attend! The festival has released a 30-second [video](#) inviting everyone to attend the first-ever festival in Boston dedicated to its namesake - beans. The video promises a day full of family fun and games, and of course, beans. From Boston Baked beans to Beantown swing bands, the free event will celebrate Boston's Beantown moniker while also supporting the Equalizer Institute, a new social economic justice initiative of the New England Legal Foundation that will provide free corporate legal aid to entrepreneurs from underrepresented communities to help them start their businesses.

“The energy, excitement, and momentum building around the first ever Beantown Beanfest™ is positively palpable at this point,” said Christina Knowles, Beantown Beanfest™ Executive Director. “The amount of support we’ve garnered from our sponsors, our partners, and of course, the community, has been incredible. What we’ve already accomplished in putting this event together demonstrates that people believe in Beanfest and the mission it supports. When June 24<sup>th</sup> comes around you will not want to miss out!”

The Beantown Beanfest™ will take place on Saturday, June 24, 2023, from 11am – 5pm on the Rose Kennedy Greenway, and will be hosted in partnership with:

- [Astound Broadband Powered by RCN](#)
- [Boston Harbor Hotel](#)
- [Downtown Boston Business Improvement District](#)
- [Massachusetts Restaurant Association](#)
- [Meet Boston](#)
- [The Greater Boston Food Bank](#)
- [WCVB-TV Ch. 5](#)

The video can also be seen on WCVB-TV Ch. 5 and on Astound Broadband Powered by RCN.

#### **About Beantown Beanfest™™**

*Beantown Beanfest™™* is an event to support the Equalizer Institute, a social economic justice initiative of the New England Legal Foundation, a Boston-based nonprofit organization that will provide free legal assistance for underrepresented entrepreneurs throughout New England including new Americans, women, veterans, students, and those from diverse backgrounds who face barriers to starting up their companies due to lack of resources. *Beantown Beanfest™™* will be held on June 24, 2023, on the Rose Kennedy Greenway and will feature vendors and activities all related to beans, which are a common denominator across cultures and cuisines.

[www.beantownbeanfest.org](http://www.beantownbeanfest.org)

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