

FOR IMMEDIATE RELEASE

Contact:
Eliza Cole, for Community Health Center, Inc.
860-262-2546
eliza@chc1.com



NEW YEAR'S IN JULY?

**Community Health Center gives the Middletown community a sneak peek of
“Midnight on Main” – a New Year’s Eve Celebration**

**Preview event will feature a sampling of performances, including special guest
Steve Roslonek of SteveSongs (aka Mr. Steve of PBS Kids)**

Middletown, CT, July 7th, 2011 – Come get a glimpse of Year’s Eve 2012 this afternoon. Starting at 4:30 pm local residents and business owners will gather at The Church of the Holy Trinity, 381 Main Street, as Community Health Center, Inc. announces Middletown’s first New Year’s Eve Festival – **Midnight on Main 2012!**

Midnight on Main will take place along Main Street, Middletown from 3 pm – midnight on December 31st. Thousands of visitors are expected to stroll between dozens of downtown stages, including churches, theaters and other public spaces – and one button provides admission to all events! When the bells ring in 2012 on New Year's Eve, it will mark the beginning of a new tradition for the city. **Midnight on Main** is an alcohol-free celebration with unique activities for revelers of all ages, centered in the city's historic downtown. The schedule is packed with performances and participatory activities; guests will find stories, songs, workshops, dance, crafts, cookery, film and entertainment of all kinds.

Mayor Sebastian N. Giuliano is pleased about the exposure this event will give the community of Middletown. “Middletown’s Main Street is the perfect back drop for an event like this. The vibrant community offers history, culture and arts, intermingled with excellent dining options, unique shopping and a variety of thriving businesses, all within the walk-able Main Street area. Those who haven’t visited lately will be impressed with the friendly, small town vibe of this diverse city.”

Today’s preview will feature sneak peeks at some of the event performers, including Steve Roslonek of SteveSongs (aka Mr. Steve of PBS Kids), Trevor the Games Man and KWTC’s (Kaoru Watanabe Taiko Center) Taiko Drumming.

Midnight on Main, July 7th, 2011 – Page 2

Midnight on Main 2012 will feature headlining artists, including SteveSongs an award winning kids music writer and performer; Taico Drumming by KWTC – a physical and musical art form – lead by Kaoru Watanabe, a former member of the world-renowned taico ensemble KODO; Barefoot Truth, hailing from Mystic, CT, blends the sounds of folk, rock, jazz and reggae with lyrics of unbridled optimism to craft a truly distinctive sound; and world-class magician Johnny Fox who has worked with the likes of Roseanne Barr, Drew Cary, Gary Shandling and Robin Williams, will dazzle with “Who’s the Freak” and his show of wonders. For a complete list of performances and activities visit www.Midnight.org.

Midnight on Main is seeking approximately 150 volunteers to help create an event that will make Middletown proud. Local residents, businesses owners and civic organizations are encouraged to log on to Midnight.org and click on “About Midnight” to learn more about what **Midnight on Main 2012** will offer and how to get involved with this history making event.

Spearheaded by Community Health Center, Inc., **Midnight on Main** is a community project with many partners at the table, including the City of Middletown, Middletown Police and Fire Departments, Middlesex County Chamber of Commerce, Wesleyan University, Downtown Business District, North End Action Team, The Middletown Eye, Oddfellows Playhouse, Green Street Arts Center, Kidcity Children's Museum, Triple Frog, and The Buttonwood Tree Performing Arts & Cultural Center.

Mark Masselli, President and CEO of CHC, Inc. is excited that Community Health Center is the host sponsor for the inaugural event. “Community Health Center is thrilled to have the ability to bring a family friendly event of this caliber to the city. The timing is important to CHC, as 2012 marks our 40th anniversary. What better way to ring in the New Year and celebrate the decades of quality health care CHC has brought to Middletown’s citizens.”

Today’s event will be held rain or shine, it will be moved inside the church if the weather is inclement.

About Community Health Center, Inc.

Since 1972, Community Health Center, Inc. has been one of the leading healthcare providers in the state of Connecticut, building a world-class primary health care system committed to caring for underserved and uninsured populations. CHC is focused on improving health outcomes for its more than 130,000 patients as well as building healthy communities. Currently, CHC delivers service in 173 locations statewide, offering primary care in medical, dental and behavioral health services.