



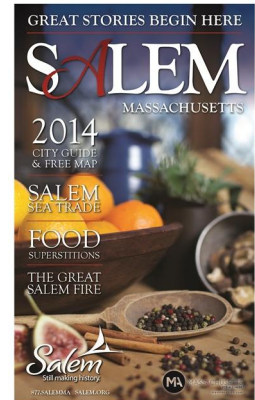
2014 Salem Guide Celebrates the Spice Trade Culinary connections through history, Great Salem Fire commemorated

Released: February 25, 2014

Salem, MA. . . The 2014 Salem Guide celebrates Salem's spice trade and culinary history and commemorates the Centennial of the Great Salem Fire. A resource for visitors from near and far, the Guide also features a calendar of annual events, walking map, and business listings.

Continuing its theme, "Great Stories Begin Here," Destination Salem is telling Salem's culinary stories and connecting food to the seaport's rich history. Food superstitions of the 17th-century, including the Salem Witch Trials, and the Great Age of Sail, when Salem sea captains were the first to open the spice trade to the Indian Ocean, are profiled.

In commemoration of the Great Salem Fire of 1914, the story of the fire, and its significance to firefighting, is also featured. Additional information on the Fire, Salem's culinary and cultural events, and business listings are available on Salem.org. A digital flipbook of the 2014 Guide will be available on Salem.org/Guide at the end of February.



Destination Salem will be presenting the 2014 Guide and confirming its 2014 Board of Directors at its annual meeting on Thursday, March 13 at 8:30 AM at the Salem Five Community Room, 210 Essex Street, Salem. All are welcome to the meeting, and those planning to attend are asked to RSVP to info@salem.org.

Guides are available for free in any quantity. They can be picked up at the Salem Regional Visitor Center, 2 New Liberty Street, during visitor center hours, which are Wednesday through Sunday, 10:00 AM – 5:00 PM. Requests for guides can also be submitted to Destination Salem at info@salem.org.

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Contact

Kate Fox, Destination Salem
(978) 741-3252 | kfox@salem.org

About Salem: Salem, Massachusetts, is a destination recognized around the world for its rich history, which includes the tragic Salem Witch Trials of 1692, the glorious maritime era that left its indelible mark on Salem through architecture, museums, and artifacts, and for its month-long celebration of Halloween. Today nearly one million people visit Salem annually, generating more than \$100 million in tourism spending.

About Destination Salem: As the destination marketing organization for the City of Salem, Destination Salem cooperatively markets Salem as one of Massachusetts' best destinations for families, couples, domestic, and international travelers who are seeking an authentic New England experience, cultural enrichment, American history, fine dining, unique shopping and fun. For more information, visit Salem.org.

Destination Salem | 93 Washington Street, 3rd Floor | P.O. Box 630 | Salem, Massachusetts 01970
978.741.3252 | FAX 978.741.7539 | salem.org