



**FOR IMMEDIATE RELEASE** – West Springfield, MA

DATE: 02/15/2024  
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**EASTERN STATES EXPOSITION WELCOMES BRIDGET KELLEHER  
AS THE ASSISTANT DIRECTOR OF MARKETING**

Eastern States Exposition (ESE) announces that Bridget Kelleher, of Springfield, Mass., has joined the organization’s Marketing Department as the Assistant Director of Marketing.

Kelleher completed her degree from Westfield State University in June 2015, obtaining a Bachelor of Arts Degree in Communications and a minor in Graphic Design. After graduating, Kelleher worked with the amazing team at The Spirit of Springfield gaining tremendous experience in producing and marketing community events. In 2017 Kelleher then joined the Springfield Business Improvement District as the Marketing and Project Manager spearheading major marketing campaigns for large scale downtown events.

Kelleher most recently worked with Amherst Brewing and The Hangar Pub and Grill, managing brand initiatives, marketing, social media presence, producing content, beer label design, and her most favorite project, assisting on the branding and execution of the infamous “Dill with It” Pickle Ale brewed exclusively for The Big E each year. She also assists her father, John Delaney, on marketing projects and community outreach for the annual Ride to Remember, a charity bike ride that raises awareness and funds for fallen police officers.

“This is honestly a dream come true, I’m extremely thrilled and honored for this opportunity and joining the incredible team here at Eastern States Exposition,” said Kelleher. “Attending The Big E has been a tradition in my family since the day I was born. I’m so excited to now be such a huge part of it,” she added.

In her new role as Assistant Director of Marketing, Kelleher will be responsible for marketing communications, public relations, media events, publications, brand initiatives and graphic design, and maintain a positive presence for Eastern States Exposition (ESE), Hooplandia and The Big E.

*The Big E returns Sept. 13-Sept. 29, 2024. Visit [TheBigE.com](http://TheBigE.com) for a full schedule of events and check out the fairtime excitement on social media.*

*Since 1916*