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FOR IMMEDIATE RELEASE – West Springfield Mass.

March 12, 2024

**SHOW WEST SIDE PRIDE
WEAR YOUR TARTAN**

Celebrate St. Patrick's Day in style and show your West Side pride by wearing scarves, rosettes and new items such as a socks, scrunchies, and bow ties fashioned from the official fabric of the Eastern States Exposition – West Springfield Tartan. Other new Tartan items include tote bags, wristlets, key chains, Tartan bears and more all available at the ESE Farmers Market on the grounds of the Exposition.

The colorful wool tartan finely weaves together shades of blue, purple, yellow, green and red in a nod to the West Springfield community and the flags of the six New England states.

The Tartan was designed and developed in Scotland through the instrumental assistance and determination of West Springfield resident Gerry Healy. The material is internationally recognized by the Scottish Register of Tartans and a swatch is archived for permanent preservation in the National Records of Scotland.

All Tartan products and pricing can also be found at www.TheBigE.com.

This weekend, the Farmers Market, located near Gate 9A, will be open Saturday, March 16 from noon-4 p.m. Visit www.TheBigE.com for more information.

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