



# Office of the Select Board Office of the Town Manager

Town of Ayer/ Ayer Town Hall/ 1 Main Street/ Ayer, MA 01432/978-772-8220 x100/ [ayer.ma.us](http://ayer.ma.us)

## For Immediate Release

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**978-772-8220 x149**

### LOVE IS IN (THE) AYER: COME VISIT THE "VALENTINE'S DAY TOWN OF MASSACHUSETTS" THIS FEBRUARY

Ayer, MA – Incorporated on Valentine's Day more than 150 years ago, the Town of Ayer invites residents and visitors from across Massachusetts to celebrate love, community, and kindness during **Love is in (the) Ayer**, a series of community events and local business specials taking place this February.

Attendees can enjoy Valentine's-themed community activities, as well as offerings from participating Ayer businesses, including dining specials, self-care experiences, and opportunities to support local shops. The celebration highlights Ayer's small-town charm while encouraging meaningful connections—whether with a partner, friends, family, or neighbors.

"I want to thank the Ayer Library, Senior Center, and Parks Department for all their efforts in celebrating our community with this exciting new event. A very special thanks to all the Ayer businesses that are participating and supporting this important community event and most importantly for all of their support of the Town of Ayer throughout the year; our businesses are and integral part of our Town and community", said Ayer Town Manager Robert Pontbriand.

So far, community events are being hosted by the Ayer Library, Senior Center, and Parks and Recreation:

#### **Library**

**Feb. 3-14:** At the Valentine's Day card-making table in the library, create cards for loved ones, sign a community Valentine's Day banner sharing why you love living in or visiting Ayer, and decorate placemats that will be used by patrons of the Ayer Senior Center. Free to all!

**Feb. 7:** Take Your Child to the Library Day. Fun Storytime followed by crafts & games in the children's room. Drop by from 9-2. No registration required. Free to all!

**Feb. 3-28:** Visit the main desk for a simple craft for all ages. Make a bookmark centered on the many shades of love or create a cork heart decorative piece. Free to all!

#### **Senior Center**

**Feb. 4:** Framed Clay Roses art class. \$5 fee per person, ages 11+. Scholarships available. 1:00pm. Ayer Senior Center. Call (978) 772-8260 to sign up.

**Feb. 9:** Spa Day featuring massages, facials, manicures and pedicures. \$5 per service for older adults; \$10 per service for those less than 60yrs. Scholarships available. Appts begin at 1:30pm. Ayer Senior Center. Call (978) 772-8260 to sign up.

**Feb. 13:** Galentine's Day Luncheon at 12pm. Fun and festive luncheon fit for the Queen of Hearts... YOU! Wear a touch of red or pink. Cost: \$3.00 suggested donation; scholarships available. Ayer Senior Center. Call (978) 772-8260 to sign up.

#### **Parks and Recreation**

**Feb. 10:** Valentine's Puzzle Wars. \$35 fee. Signup in teams of 4. 6:30pm. Ayer Town Hall. Don't have a team but want to participate? Contact Parks and Rec. Director Sarah Ernst at [sernst@ayer.ma.us](mailto:sernst@ayer.ma.us) or (978) 796-5915.

**Feb. 13:** Celebrate the Town of Ayer's 155th birthday in the Great Hall with cake. Family-friendly! 3-5pm. Ayer Town Hall. Free to all!

“Valentine’s Day is not just for young lovers,” said Dr. Katie Petrossi of the Ayer Senior Center. “It’s a holiday that can be enjoyed across the lifespan. Young children love the crafts, while elementary school kids get excited about classroom valentines. Younger adults focus on roses and dinners out. For older adults, it can be a day to celebrate making it through a lifetime with someone by your side, or a time to memorialize a loved one.”

“Love your library, your community, and your town by visiting us at the Ayer Library,” shared Library staff. “We will kick off the week on Feb 3<sup>rd</sup> with a giant banner that needs you to write a message declaring your love for Ayer. On Saturday, Feb. 7<sup>th</sup>, it is ‘Take Your Child to the Library’ day. Come in and experience storytime at 10:30 or visit anytime that day for games, crafts and a scavenger hunt until 2:00. During the weeks leading up to the 14<sup>th</sup>, we will also have drop-in crafts where you can make a bookmark, a heartwarming decoration or some Valentine cards for that special someone. We would LOVE to see you during this special time of ‘Love is in (the) Ayer.’”

“Puzzle Wars turns problem-solving into a shared adventure, bringing families, friends, and neighbors together for a fun night out!” said Parks and Recreation Director Sarah Ernst. “The same goes for celebrating the town’s birthday as a community on Friday afternoon.”

“Valentine’s Day is part of Ayer’s history with our town being incorporated on that day in 1871,” said Rachel “Ray” Friedlander, the Town’s Director of Community and Economic Development. “These celebrations honor this legacy while bringing people together and supporting our local businesses. Love can take many forms, and we hope this event encourages people to reach out to neighbors, strengthen community ties, and connect with what they love about Ayer.”

Already, multiple Ayer businesses have lined up special dining menus and experiences for guests throughout the week of February 9<sup>th</sup>. For example, on February 13<sup>th</sup>, Billiards Café will be hosting local guitarist Luke Condon to play from 8-11pm, half price pool until 7pm, and some red drink specials featuring cute names. Businesses that have confirmed their participation include:

**Restaurants & Food Establishments:**

Adam’s Donut Shop  
Ayer Shop ‘n Save  
Billard’s Café  
Devens Pizza & Deli  
Domino’s Pizza in Ayer  
Lucia’s Tavola  
Markoh’s Wake & Bake  
Nashoba Club Pizza & Taproom  
Poke Aces & Tea  
Ruby Donuts

**Restaurants & Food Establishments:**

The Cottage  
The Ravioli Theory  
Tiny’s Restaurant  
Two Brothers Restaurant and Catering  
Wok N Roll

**Self-Care (pets included!):**

Aurora Beauty Studio  
Flowers by Stella  
Little Bee Bookshop  
Pampered Pets  
Pinard’s Florist Gifts & Coffee Cafe  
Revival Cutz Barbershop  
The Dapper Dachshund Day Spa  
Youtopia Day Spa

A full schedule of community events and the offers being made by participating businesses will be available at <https://www.ayerlibrary.org/news/love-is-in-the-ayer>

Please continue to check the website as events and opportunities may be added leading up to Valentine’s Day.

If you are an Ayer business or organization that would like to have a community event or business special featured in the Love is in (the) Ayer promotional efforts, please contact Economic Development Director Ray Friedlander at 978-772-8220 ext. 120 or [rfriedlander@ayer.ma.us](mailto:rfriedlander@ayer.ma.us). Special thanks to Janet Providakes for helping the town with this event.

**About the Town of Ayer**

Located in North Central Massachusetts, Ayer is a vibrant community known for its historic downtown, local businesses, and strong sense of community.