



**FOR IMMEDIATE RELEASE**  
**March 30, 2023**

## **Fun and Education are on the Agenda for School Vacation Week in Salem April 17 through 21**

***Earth Day and Interactive Activities Take Place all Week***



SALEM, Mass.— During April School Vacation week, community partners throughout Salem are hosting events to entertain families each day – even with last-minute planning. Whether one wants to participate in Earth Day activities, be a good witch, or explore Salem’s history, there is something to offer everyone. The week ends with the kickoff of [Salem Ancestry Days](#) on Friday, April 21 with activities to research family trees, and a celebration of the [Muster on the Salem Common](#) on Saturday, April 22 at 10 a.m.

“It is always so fun to see what the community has created for family events during school breaks,” said Kate Fox, Executive Director of Destination Salem. “We hope that visitors and residents of Salem are able to experience some of the uniquely-Salem activities to welcome in Spring.”

In addition to the museums, attractions, shops, and restaurants that are open for the season, the following places are offering school vacation week events:

- [Peabody Essex Museum](#) will feature a week of celebration and action in honor of Earth Day and the exhibition *Climate Action: Inspiring Change*. Visitors can meet artists and scientists, enjoy special programs and demonstrations and find delicious climate-forward menu options in

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the Atrium Café. More information on school vacation week activities at PEM can be found [here](#).

- [The Good Witch of Salem](#) will offer Children's Witch Hat Decorating, a Fairy Spa Day, a two-day Fairy Magic program, and Tooth Fairy Fun. More information on school vacation week activities at The Good Witch of Salem can be found [here](#).

- [Salem Kids Tours](#) is hosting a *Kids History Tour* and a *Slightly Spooky Tour*. The history tour tells true tales from Salem's long history, including the infamous Witchcraft Trials. This is a great orientation tour to help visitors find their way around the vibrant and walkable heart of the city. The *Slightly Spooky Tour* combines true tales from Salem's past with some mild ghost stories just for kids.

### Shopping

There are plenty of shopping experiences including America's oldest commercial candy shop [Ye Olde Pepper Candy Company](#) and Salem's newest candy shop [Curly Girl Candy Shop](#), [Popped! Gourmet Popcorn](#), and [The Trolley Depot](#) are also family favorites.

### Dining

There are many options for enjoying a family-friendly meal in Salem. For lunch, visitors can enjoy establishments such as the New York-style [Essex's NY Pizza & Deli](#), and sci-fi-themed [Flying Saucer Pizza Company](#) for lunch, [Rockafellas](#) or [Witch City Hibachi](#) are open for lunch or dinner, and [Red's Sandwich Shop](#) and [Salem's Retreat](#) are family-friendly go-tos for breakfast or lunch. For a different type of dining experience, [Bit Bar](#) offers classic video games and has a new, expanded space on Derby Street (note, Bit Bar is 21+ after 8 p.m.).

### Accommodations

For family-friendly accommodations with indoor pools or kitchenettes, visitors have several options including [Hampton Inn](#), [The Salem Waterfront Hotel and Suites](#), and [The Salem Inn](#), which has family suites.

For more information on things to do, and where to eat and stay in Salem during school vacation week, please visit [salem.org](http://salem.org).

### About Salem, Massachusetts

Salem is a destination recognized worldwide for its rich history, including 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. Approximately 1.8 million people visit Salem annually, generating nearly \$140 million in tourism spending and supporting 1,000 jobs.

### 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, and 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](http://Salem.org).

*High-resolution images and interviews are available upon request.*

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