



# TOWN OF NEWINGTON

200 Garfield Street Newington, Connecticut 06111

## Parks & Recreation Department

William A. DeMaio, CPRP  
Superintendent of Parks  
and Recreation

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### PRESS RELEASE - For Immediate Release

#### **Newington Parks and Recreation Seeks Sponsorship for First-Ever Circus at Mill Pond Park**

The Newington Parks and Recreation Department is thrilled to announce plans to bring a spectacular circus performance for the first time to the Life. Be In It. Extravaganza on Wednesday, July 16th, 2025 at 6:45 PM. This unforgettable event will feature awe-inspiring acts including clowns, acrobatics, silk performers, high-wire tricks, and much more—all under the excitement of a real big top tent.

In order to make this dream a reality, the department is actively seeking a public/private partnership with a local business or civic group to sponsor the \$3,000 fee. This sponsorship will cover the cost of the big top tent, a high-wire boom truck, and the circus ring, allowing the performers to dazzle attendees with a one-of-a-kind, 40-minute show.

“This will be so much fun!” said Bill DeMaio, Superintendent of the Newington Parks and Recreation Department. “We’ll do everything in our power to advertise and market the first business or organization that steps forward to help us bring this imaginative idea from New York to Newington. After all, who wouldn’t love to see a professional circus performance for free right here in Mill Pond Park?”

The Life. Be In It. Extravaganza is already a beloved tradition in Newington, drawing thousands of residents and visitors for over 43 years from across the country. With the addition of a professional circus, this year’s event promises to be the most memorable yet, generating excitement and significant community engagement.

In return for their generosity, the sponsoring business or civic group will receive prominent recognition through event promotions, advertising, and on-site branding. This is a unique opportunity to support a community initiative while gaining exposure to an enthusiastic audience.

Don’t miss the chance to be a part of Newington history! Let’s work together to bring the magic of the circus to Mill Pond Park this summer. Interested sponsors are encouraged to contact the Newington Parks and Recreation Department at 860-665-8666 or through email at [parksandrec@newingtonct.gov](mailto:parksandrec@newingtonct.gov).

cc: Newington Life  
New Britain Herald  
NCTV Channel 14

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