

Dear IMC-CAD Team Action recipient - Feel free to print/share this sheet with your action group and friends.

Here's How to Join a Big E Standout for Democracy!

The Eastern State Exposition (THE BIG E), the state fair for all six New England states, is coming to West Springfield, MA, September 12-28. Last year **1.6 million people attended**. With traffic backed up and stopped in all directions let's not miss this golden opportunity to get our message out.

[Action Summary](#)

[Why We Think This is Important](#)

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Action Summary	Estimated time: 2 hours + - Depending on how many of the standouts you attend! • Sign up for a standout • Make your sign • Show up and be seen!
Why We Think This is Important	• Personal Relevance - Moderate-High - Depending how close you live near to the Big E or whether you had planned to attend. • Expanded Implications - High - Sustained non-violent action IS the way we will save our democracy. • Educational Value - Moderate - We are focusing signs/messaging on what we stand for. • Impact Potential - Extremely High - The Big E provides a rare opportunity for WMass folks to get our message out to literally millions of people! • Urgency - High - The Big E comes but once a year, and it's coming soon!
Sources	Rise Up Western Mass Indivisible (RUWMI) Indivisible Northampton/Swing Left Western Mass (IN-SLWM) Franklin County Continuing the Political Revolution (FCCPR)
Action Details	There are currently 3 standout events planned, one on opening day and two on the middle weekend. There may be more scheduled as interest increases, so check back! Big E - Standout for Democracy - Military Appreciation Day! Friday, September 12, 10:00AM-12:00PM (opening day)

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West Springfield, MA - Riverdale Street (Route 5) in West Springfield on the sidewalks in the vicinity of the Quality Inn (1150 Riverdale St.) and T Mobile (1102 Riverdale St.) and across from Table & Vine (1119 Riverdale St.).

Hosted By: Indivisible Northampton-Swing Left Western Mass

Event Mobilize Link: <https://www.mobilize.us/indivisible/event/839322/>

Details: The first day of the fair is Friday, September 12, which is Military Appreciation Day. More than 10,000 Veterans, not including their family members, are expected to attend.

Join us to show our support for Veterans and the VA. We believe diversity is a strength in the military (women, POC, LGBTQ+). We also believe Veteran, military and spouse women's healthcare and abortion access rights are under threat by this administration. We are angry about Project 2025's plan to dismantle the VA, specifically cutting staff and outsourcing benefits and health care, and terminating DEI programs. We also support Veterans who are immigrants and will show our support to all immigrants, including veterans who have been deported without due process: the USA is founded on immigration-not the terror that ICE brings to our peaceful communities!

Our theme idea for this standout is to show our LOVE for veterans and our support for democracy. We invite participants to use the **bright red** or **blue** ❤️ symbol on signs because they are **easily seen** and **convey a positive tone!** For example, signs with text such as: "SUPPORT VETERANS," "DEFEND DEMOCRACY," or with heart symbols that extend love for "IMMIGRANTS," "FREEDOM," "VA," "VETERANS," "FEDERAL WORKERS."

Children present. **No profanity** on protest signs, please! We want to have a delicate balance of respect for veterans and the military, while showing our disgust with the Trump administration.

A core principle behind all *Indivisible* events is **a commitment to nonviolent action.** We expect all participants to seek to de-escalate any potential confrontation with those who disagree with our values.

Let's Make Some NOISE! on one of the biggest days of the year in Western Mass – Military Appreciation Day and Day 1 of The Big E! Together we can disrupt authoritarianism and strengthen & inspire those who support and protect democracy!

[Big E - Standout For Democracy](#)

**Saturday, September 20 and Sunday, September 21, 10:00AM-12:00PM
(busiest weekend)**

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	West Springfield, MA - Memorial Ave, on the sidewalk in the vicinity of Work N' Gear (218 Memorial Ave), and Pet Supplies Plus (175 Memorial Ave). Hosted By: Rise Up Western Mass Indivisible and Franklin County Continuing the Political Revolution Event Mobilize Link: https://www.mobilize.us/indivisible/event/839495/ Details: This second weekend of the Expo is historically the busiest! This location is a prime spot as hundreds of vehicles per hour exit from the interstates for the major Big E gateway location. It provides high visibility to drivers but also allows parking and easier access for participants (away from the Big E Main Gate). Participants are encouraged to arrive by 9:30 a.m. for parking and to be in place. The theme for these standouts is “What We Stand For”. Come with signs that show you stand in support of FREEDOM, DEMOCRACY, RULE OF LAW, HEALTHCARE FOR ALL, WORKERS RIGHTS, REPRODUCTIVE FREEDOM, LGBTQ+ EQUALITY, DUE PROCESS, DEI, EDUCATION, etc.! Join us to show passing motorists that we are a community that supports a progressive movement that will work for all of us. <i>As fairgoers include many children,</i> we request that signs do not include profanity, and as always, no suggestions of violence. A core principle behind all <i>Indivisible</i> events is a commitment to nonviolent action. <u>We expect all participants to seek to de-escalate any potential confrontation with those who disagree with our values.</u> It's easy: just don't engage.
Background Information	THE WESTERN MA STANDOUTS THAT COULD (LITERALLY!) REACH MILLIONS <u>The Eastern State Exposition (THE BIG E)</u>, the state fair for all six New England states, is coming to West Springfield, MA September 12-28. It is considered the 4th largest fair of its kind in the country. Last year 1.6 million people attended, especially on the three weekends (2nd weekend is always the busiest). With traffic backed up and stopped in all directions, motorists are a captive audience of fairgoers from many states to read our signs! This is a golden opportunity to hold standouts and get our message out. The main gate is at 1305 Memorial Ave., West Springfield, MA. Traffic and crowds make it too challenging a location to host a standout in that vicinity. Instead there are other great locations that fairgoers arriving by car and public transportation will necessarily drive by. These include either end of Memorial Avenue and along Riverdale Road, particularly near the I-91 Interchange as motorists exit the highway.

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	<u>Some Things to Consider</u> Plan to arrive before the 10 AM start time to avoid heaviest traffic and to secure a parking spot. Carpooling (or having someone drop you off) are also good options. If you arrive after 10 AM, you may wish to avoid Route 5 and the Memorial Bridge as there will be big back ups. Instead go to the center of West Springfield and take Main Street down to Memorial Avenue. If coming from the Springfield side use the North End (Robert J McKenna) Bridge to access West Springfield Center. Although this event is located in Western Mass, it is the largest agricultural event on the eastern seaboard and the seventh-largest fair in the nation! The Big E is inclusive of all six of the New England states: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Each of the New England states is prominently represented at the fair and travel here from all over to attend. If you are one of those people, come and standout with us for an hour or two before you head in! Click here for the Big E site and to order fair tickets
Bonus Actions	• If you are part of a group that would like to host another standout during the Big E, please email RiseUpWesternMass@gmail.com . • Share this action sheet with your local action group! • Stay after your standout and enjoy the Big E! • Share this link to SUBSCRIBE TO THE IMC-CAD with everyone you can (we are keeping this subscription free—it's ok to skip the "Pledge" button that appears).