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Porter Square Shopping Center Introduces, *The Mix Porter Square*

A New Name and Vision Celebrating Cambridge’s Everyday Unique Spirit

Cambridge, MA — June 8th, 2026 Porter Square Shopping Center is entering an exciting new chapter with the introduction of **The Mix Porter Square**, a new name and evolving identity inspired by the vibrant, eclectic spirit of the Porter Square neighborhood.

Long known as a place where daily errands meet moments worth lingering for, Porter Square Shopping Center has always been defined by contrasts that just work—practical yet playful, familiar yet full of discovery. The Mix Porter Square builds on that legacy, embracing Cambridge’s “everyday unique” energy and celebrating the way city life naturally comes together here. From quick grocery runs that become coffee dates to chance encounters among neighbors, students, commuters, and families.

“The Mix Porter Square is about embracing the beautiful contradictions that make this place special,” said Paige Quigley of Wilder “It’s practical and playful, familiar and surprising, a place where you come for what you need and stay because you want to. This new identity supports the community and creates spaces that feel welcoming, walkable, and rooted in the character of the neighborhood.”

More than a name change, The Mix Porter Square represents a refreshed vision bringing essential stops, beloved favorites, and community moments together into a bright, walkable destination designed to make everyday life easier and more engaging.

A Place Designed to Linger

Visitors have already begun to see the transformation take shape following the launch of a property-wide façade revitalization initiative and a local artist mural program. In addition, the pedestrian walkway and the courtyard surrounding TAGS Hardware and Michaels have been upgraded with warm wooden benches, playful bistro seating/tables and newly

landscaped garden beds, creating vibrant community gathering spaces throughout the property.

Additional improvements are planned throughout the coming months, including new signage and community-focused amenities such as the return of the community bulletin board, an original Little Free Library, and rotating art installations.

Community at the Center

Community connection is at the heart of The Mix Porter Square. As part of the launch, the center is rolling out a lineup of free, public-facing programming designed to foster connection, support local businesses, and activate shared spaces.

The public is invited to join us for The Mix Porter Square Launch Party on Thursday, June 18, beginning at 5:00 PM. Full event details will be announced on our website soon.

Looking ahead, The Mix Porter Square will host a series of recurring events throughout the outdoor months, from live music and fitness classes to local vintage and makers markets. The center will also introduce one-time, themed events including a Back-to-School Mix-Up this September, with more details to come.

All events are free and open to the public, with additional information released throughout the season.

Staying Connected

To support both businesses and connect with the neighborhood community, The Mix Porter Square is launching a brand-new, consumer-friendly website featuring a community events calendar, refreshed social media channels highlighting businesses and activations, and a newly launched email club to keep the community connected and informed.

Website: www.TheMixPorterSquare.com

Instagram: www.instagram.com/TheMixPorterSquare

Facebook: www.facebook.com/TheMixPorterSquare

About The Mix Porter Square

The Mix Porter Square is home to everyday staples like Star Market, CVS, and Michaels, alongside local favorites including Cambridge Naturals, Café Zing, and TAGS Hardware. With its refreshed identity, community-first programming, and commitment to everyday moments that matter, The Mix Porter Square is Porter Square's go-to neighborhood hub, a place to grab what you need, discover something new, and feel right at home.

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