



2017 Shamrock Club of Wisconsin St. Patrick's Parade Talking Points

- The Shamrock Club of Wisconsin's 51st Annual St. Patrick's Day Parade In Cooperation with the Westown Association
- Saturday March 11th - Stepping Off At 12 Noon on Wisconsin Avenue at Old World Third Street
- Presenting Sponsor **Miller Lite**
- **Parking** will be available for \$3 at the Shops of Grand Avenue structure
- This year's 1.25-mile route steps off on third and Wisconsin - travels north on Plankinton to Kilbourn West to Old World Third St. - North on Old World Third St. to Juneau - crossing the bridge east to Water St. travelling south on Water and ending at Highland.
- The Friends of Saint Patrick-Milwaukee Chapter, in partnership with Hunger Task Force, will again be joining the parade to encourage parade spectators to bring non-perishable food items to the parade route for donation. Volunteers will walk in the parade with grocery carts to collect the donated items.
- Some great viewing spots to watch the parade include: the start of the parade in front of the Shops of Grand Avenue - which is a good location for families, near the Reviewing Stand at Pere Marquette Park on Old World Third Street - where the parade announcer is stationed, many parties on the Old World Third Street and Water Street entertainment districts.

Other Events Planned for Parade Weekend:

- Wed. -Friday - 11:30 -1pm - Lunch time Entertainment at the Shops of Grand Avenue - Ian Gould, Jeff Ward, Beglan Academy of Irish Dance and the 5th Annual Corned Beef eating contest with Jakes Deli at Friday at 12:30
- Fri Mar 10 - ShamRock Kick-off Party At The Monarch Lounge in The Hilton Milwaukee City Center 5th and Wisconsin 5:30 – 11:00 PM, featuring the music of Ian Gould and Pat McCurdy
- Sat Mar 11 - 8:30am Mass In Honor Of St Patrick, St Patrick's Church, 723 W. Washington St.
- Sat Mar 11 – Parade – Downtown Milwaukee, 12 Noon
- Sat Mar 11 – 11:30 – 2:30pm - Lunch time Entertainment at the Shops of Grand Avenue - Frogwater

- Sat Mar 11 – Post-Parade Party, Irish Cultural And Heritage Center, 21st And Wisconsin, 1 – 6 PM, \$5 Admission - Four stages of entertainment - very family friendly event
- The parade showcases dozens of Irish community groups, including: all six schools of Irish dance from southeastern Wisconsin, the Milwaukee Hurling Club, the Irish Cultural and Heritage Center, Irish Fest, the Irish Genealogical Society of Wisconsin, local Irish Wolfhound and Irish Setter clubs, The Emerald Society, the Ancient Order of Hibernians, and more!
- Milwaukee now boasts six schools of Irish dance: Cashel-Dennehy, Glencastle, Kinsella, McMenamin, Beglan Academy of Irish Dance, and Trinity, and all will appear in the parade.
- The Shamrock Club of Wisconsin has sponsored the Milwaukee St. Patrick's Day Parade for 51 years, since **1967**; in partnership with the Westown Association since 2002.
- Although Milwaukee is often known as a very German city, Irish heritage runs very deep here.
- Milwaukee's first St. Patrick's Day parade dates back to **1843**, making Milwaukee's parade is the sixth oldest in the nation. It predates the incorporation of the state of Wisconsin and the city of Milwaukee.
- Milwaukee's St. Patrick's Day Parade has been held in various locations over the past fifty years since the Shamrock Club has been producing the event: Wisconsin Avenue 1967-74; Mitchell Street 1975-86; North Avenue 1987-2000; Bluemound Road 2001; and in 2002 it returned to the streets of Downtown Milwaukee and joined forces with the Westown Association