



MEDIA ALERT

For Immediate Release

March 10, 2017

PHOTO OPPORTUNITY

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Mayor Tom Barrett to Kick-Off Parade Weekend on Friday, March 10th

What: St. Patrick's Day Parade Press Conference

When: Friday, March 10, 2017

Time: 12:15pm

Where: Shops of Grand Avenue, Center Court (275 W. Wisconsin Avenue)

Who: Mayor Tom Barrett and Milwaukee Alderman Bob Donovan

***Best photo opportunities:**

-12pm- Prior to the press conference, Beglan Academy of Irish Dance will be performing.

-12:30pm- Immediately following the press conference will be Jake's Bash O' Beef Corned Beef Eating contest

The Shamrock Club of Wisconsin and the Westown Association are hosting a press conference to kickoff the 51st Annual St. Patrick's Day Parade. Entertainment will be provided by the Beglan Academy of Irish Dance. Immediately following the press conference, contestants will duel it out to see who can eat the most corned beef in 10 minutes in the 5th Annual Jake's Bash O' Corned Beef Eating Contest.

-END-

The 51st Annual Shamrock Club of Wisconsin's St. Patrick's Day Parade in partnership with the Westown Association will take place on Saturday, March 11th at Noon in Downtown Milwaukee. The parade steps off from Third and Wisconsin in front of The Shops of Grand Avenue and concludes on Water Street at Highland Avenue. This year's parade will include 100+ units. The Milwaukee St. Patrick's Day Parade is the sixth oldest in the nation – starting in 1843.

Additional Information: saintpatricksparade.org (414) 276-6696

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