



2019 Shamrock Club of Wisconsin St. Patrick's Parade Talking Points

- The Shamrock Club of Wisconsin's 53rd Annual St. Patrick's Day Parade In Cooperation with the Westown Association
- Saturday March 9th - 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 Avenue (formerly 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 Avenue – which is offering \$3 parking, near the Review Stand at Pere Marquette Park on Old World Third Street - where the parade announcer is stationed and the many parties in 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 Avenue - Ian Gould, Michael Tinker Tierney, Beglan Academy of Irish Dance and the 7th Annual Corned Beef eating contest with Rock Bottom Restaurant & Brewery at Friday at 12:30 pm
- Fri Mar 8 - ShamRock Kick-off Party at Miller Time Pub on 5th and Wisconsin, 5:30 – 11:00 PM, featuring the music of Ian Gould and Pat McCurdy
- Sat Mar 9 - 8:30am Mass In Honor Of St Patrick, St Patrick's Church, 723 W. Washington St.
- Sat Mar 9 – Parade – Downtown Milwaukee, 12 Noon
- Sat Mar 9 – 11:00 – 2:00pm - Lunch time Entertainment at The Avenue – Frogwater

- Sat Mar 9 – Shamrock Fest 2019: The Most Irish Thing You Can Do!, Irish Cultural And Heritage Center, 21st And Wisconsin, 1 – 7 PM, \$8 per person; Children under 12 FREE - Three stages of entertainment plus the Shamrock Kids Club Area, 7 bands, 4 dance groups, kids events - 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, local Irish Wolfhound and Irish Setter clubs, The Emerald Society, the Ancient Order of Hibernians, and more!
- Milwaukee now boasts seven schools of Irish dance: Cashel Dennehy, Glencastle, Kinsella, McMenamin, Beglan Academy, Trinity and Bellator Academy and all will appear in the parade. The Milwaukee Irish Dance Company comprised of adult dancers will also participate.
- The Shamrock Club of Wisconsin has sponsored the Milwaukee St. Patrick's Day Parade for 53 years, since **1967**; in partnership with the Westtown 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 Westtown Association
- **Due to the number of large events scheduled for March 9th in addition to the St. Patrick's Parade (Marquette basketball, Milwaukee Bucks, Admirals & Wave etc.), a large volume of people are expected to be in the downtown area all day.**
- **We especially encourage anyone planning to attend the Marquette Men's basketball game at the Fiserv Forum or Milwaukee Wave game at UW-M Panther Arena, to arrive downtown earlier than usual. The streets included in the 1.25 mile parade route will close around Noon, which may create traffic delays.**
- **If driving downtown, have a set plan for parking. The website Parkmilwaukee.com lists many parking options. Consider taking advantage of The Avenue's \$3 parking rate for the parade. Ride share and public transit (MCTS & The Hop) are also good options.**
- **Detailed information about the parade street closures can be found at www.saintpatricksparade.org**