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FOR IMMEDIATE RELEASE

54th Annual Shamrock Club of Wisconsin St. Patrick's Day Parade has been Canceled

MILWAUKEE – The [City of Milwaukee](http://www.cityofmilwaukee.gov), [Westown Association](http://www.westown.org) and the [Shamrock Club of Wisconsin](http://www.saintpatricksparade.org) have made the unified decision to cancel the 54th Annual Shamrock Club of Wisconsin St. Patrick's Day Parade scheduled for Saturday, March 14 due to the growing concerns of the coronavirus (COVID-19).

"The safety and health of our patrons and participants is always our priority," said Stacie Callies, Executive Director of Westown Association. "This was a difficult decision, but all parties want to ensure we are doing our part to help prevent the spread of the disease. This decision was made out of abundant concern for the 30,000 people that come to downtown Milwaukee each year to celebrate with us."

"This was a challenging decision given the amount of planning and work that has gone into this event, which was to be the 60th Anniversary celebration of the Shamrock Club of Wisconsin," said Mike Boyle, the Shamrock Club of Wisconsin Parade Director. "On behalf of the Shamrock Club of Wisconsin and Westown Association, we want to thank all of our sponsors, participants, volunteers and patrons for their support of the event and this decision."

Westown Association and the Shamrock Club of Wisconsin are looking at the possibility of hosting the parade at a later date. At this time, there is not another date confirmed.

This year's parade, presented by [Miller Lite](http://www.millerlite.com), would have featured over 120 units including Irish dance groups, pipe and drum corps, local celebrities and dignitaries and more. Milwaukee hosted one of the oldest St. Patrick's Day celebrations in the nation, dating back to 1843. The Shamrock Club of Wisconsin has produced the parade since 1967 and has been in partnership with Westown Association since 2002.

You can find additional information and updates on the parade activities at saintpatricksparade.org under the Media section.

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Westown Association is the business improvement district focused on championing the economic and social development of the central business district west of the Milwaukee River. This is accomplished through special event marketing, business resources, growth initiatives and public/private partnerships that improve the quality of life and vitality of the district. For more information, please visit westown.org.