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FOR IMMEDIATE RELEASE

57th Shamrock Club of Wisconsin St. Patrick's Day Parade returns Saturday, March 15

MILWAUKEE – Milwaukee's largest St. Patrick's Day celebration, the 57th Shamrock Club of Wisconsin St. Patrick's Day Parade, returns to downtown Milwaukee on Saturday, March 15 at noon. Presented by [Miller Lite](#), the Parade steps off at North Dr. Martin Luther King Jr. Drive and West Wisconsin Avenue and travels through downtown's entertainment districts, ending on North Water Street at Highland Avenue.

"Milwaukee may be known for its German roots, but each March we gather to celebrate the city's rich Irish heritage," said Mike Boyle, Parade Director of the Shamrock Club of Wisconsin. "The St. Patrick's Day Parade is one of Milwaukee's longest running traditions, and we can't wait to see the thousands of spectators line downtown's streets on Saturday, March 15 for the 57th year."

The traditional, family-friendly event features over 100 units including Irish dancers, pipe and drum corps, festive floats, local dignitaries and more. Each year, an estimated 20,000 people attend the Parade and support downtown's bars, restaurants and hotels, creating a significant economic boost for the city.

"Community events- like the St. Patrick's Day Parade- are important to the small businesses, as they bring new visitors to the area and drive additional dollars spent at our neighborhood establishments," said Stacie Callies, Executive Director of [Westown Association](#). "This year, businesses can expect to see an extra boost on Saturday, March 15. Along with the thousands of Parade spectators, the [Baird Center](#), [UWM-Panther Arena](#) and [Fiserv Forum](#) have events scheduled throughout the day bringing even more people to the neighborhood."

Spectators are invited to start their Parade celebrations at the ShamROCK Kick-off Party on Friday, March 14 at the [Lucky Clover Irish Pub](#) (1048 N MLK Dr.) from 5:30 to 9 p.m. The event is free and open to the public and features live music from folk-duo Frogwater, beverage specials and dozens of raffle prizes.

Following the Parade, the festivities continue at the Shamrock Club's Post-Parade Party at the Irish Cultural & Heritage Center (2133 W Wisconsin Ave.) from 2 to 6 p.m. Guests can expect performances from several of Milwaukee's Irish dance schools, live music, traditional Irish fare and a super raffle. It's the most Irish thing you can do in Milwaukee! Entry is \$10 per individual or \$25 per family, and kids under 12 are free. Learn more at mkepostparade.us.

The Shamrock Club of Wisconsin St. Patrick's Day Parade is 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.

Visit saintpatricksparade.org for more information on the festivities and to see photos from past Parades.

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The Shamrock Club of Wisconsin is the oldest and largest Irish American membership organization in the State of Wisconsin. Celebrating 65 years, the Shamrock Club of Wisconsin has contributed to the wellspring of Irish life and culture in Milwaukee and the State of Wisconsin through parades, festivals, Irish dancing, scholarships and more. Visit shamrockclubwis.com for more information.

Westown Association is a non-profit business association focused on championing the economic and social development of Milwaukee's central business district west of the Milwaukee River. The organization accomplishes this by

promoting, programming and enhancing the Westown neighborhood through special events, business advocacy and growth initiatives which help build a thriving downtown community. For more information, please visit westown.org.