

Photos: [saintpatricksparade.org/gallery](http://saintpatricksparade.org/gallery)

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

*Celebration of Milwaukee's rich, Irish heritage expected to bring thousands of spectators to downtown Milwaukee*

**MILWAUKEE** – Downtown goes green for the 57<sup>th</sup> Shamrock Club of Wisconsin St. Patrick's Day Parade on Saturday, March 15 at noon. Presented by [Miller Lite](#), the Parade steps off on West Wisconsin Avenue at North Dr. Martin Luther King Jr. Drive and ends on Water Street at Highland Avenue.

The [Shamrock Club of Wisconsin](#) and [Westown Association](#) are partnering for the 23<sup>rd</sup> year to bring St. Patrick's Day celebrations to downtown Milwaukee. Festivities begin on Friday, March 14 to get locals and visitors in the Irish Spirit leading up to the Parade on Saturday, March 15. The full schedule of events is as follows:

- **Parade Press Conference & Entertainment:** Fri., March 14 at noon at the [3rd St. Market Hall](#), 275 W Wisconsin Avenue
  - o Noon – Performance by [McNamara McCarthy School of Irish Dance](#)
  - o 12:15 p.m. – Press conference with remarks from Parade organizers, Mayor Cavalier Johnson & County Executive David Crowley. Recognition of 2025 Shamrock Club of Wisconsin Honorees: Parade Marshals Adam and Lisa Bartelt, Irishman of the Year John Avery and Irish Rose Kathy Avery.
- **ShamROCK Kick-off Party:** Fri., March 14 from 5:30 to 9 p.m. at [Lucky Clover Irish Pub](#), 1048 N MLK Dr.
  - o This free event will have live music and a variety of raffle prizes available. Raffle tickets will be sold during the event until 7 p.m. Full list of raffle prizes can be found at [saintpatricksparade.org/shamrock-kick-off-party/](http://saintpatricksparade.org/shamrock-kick-off-party/).
  - o Attendees will have the opportunity to win a pair of Brewers' Opening Day tickets. Guests will receive one raffle ticket with each Miller Lite purchased during the event.
  - o 5:30 p.m. – Performance by Frogwater
  - o 7:15 p.m. – Announcement of raffle winners
  - o 7:30 p.m. – Performance by Frogwater
  - o 8:30 p.m. – Announcement of Opening Day ticket raffle winner (must be present to win)
- **37<sup>th</sup> Annual Mass in Honor of St. Patrick:** Sat., March 15 at 8:30 a.m. at St. Patrick's Church, 723 W Washington St.
- **57<sup>th</sup> Shamrock Club of Wisconsin St. Patrick's Day Parade:** Sat., March 15 at noon in downtown Milwaukee
  - o Parade steps off on W Wisconsin Ave. at N MLK Dr., traveling through downtown Milwaukee before ending on Water St. at Highland Ave. Full route and street closures can be found at [saintpatricksparade.org/parking-street-closures/](http://saintpatricksparade.org/parking-street-closures/).
  - o Thanks to [Interstate Parking](#), those coming downtown for the Parade are encouraged to take advantage of \$3 parking rate at [The Avenue](#) structure (entrances at 615 N Plankinton Ave. and 258 W Michigan St.). Please also consider using ride share services or public transit such as [The Hop](#) and [MCTS](#) to travel safely and responsibly.
- **Shamrock Club Post-Parade Party:** Sat., March 15 from 2 to 6 p.m. at the Irish Cultural & Heritage Center, 2133 W Wisconsin Ave.
  - o The fun doesn't stop after the parade. Celebrate with the Shamrock Club of Wisconsin with Irish entertainment for the entire family. It's the most Irish thing you can do in Milwaukee! Doors open at 1:30 p.m. More details are available [here](#).
  - o \$10 per person, \$25 per family (children under 12 are free).

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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 event features over 100 units including Irish dance groups, pipe and drum corps, decorative floats and more. Visit [saintpatricksparade.org](http://saintpatricksparade.org) for more details on the festivities.

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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](http://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](http://westown.org).