

Photos: saintpatricksparade.org/gallery

Stacie Callies

Westown Association

Office: (414) 276-6696

stacie@westown.org

www.saintpatricksparade.org

FOR IMMEDIATE RELEASE

MARCH 11, 2025, 3 p.m.



57th Shamrock Club of Wisconsin St. Patrick's Day Parade travels through downtown Milwaukee on Saturday

Festivities begin on Friday with special events and entertainment leading up to the main event

MILWAUKEE – St. Patrick's Day weekend is upon us, and there are many ways for Milwaukee locals and visitors to get in the Irish spirit ahead of the 57th Shamrock Club of Wisconsin St. Patrick's Day Parade, presented by [Miller Lite](#). Highlights include the ShamROCK Kick-off Party at Lucky Clover Irish Pub on Friday, March 14. Then, at noon on Saturday, March 15, the Parade travels through downtown's entertainment districts. The fun continues after the Parade at the Shamrock Club Post-Parade Party at the Irish Cultural & Heritage Center.

The full schedule of celebrations, brought to you by the [Shamrock Club of Wisconsin](#) and [Westown Association](#), 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 & Matthew Braun, VP of Sales, Beer Capitol Distributing. 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/.
 - 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)
- **37th Annual Mass in Honor of St. Patrick:** Sat., March 15 at 8:30 a.m. at St. Patrick's Church, 723 W Washington St.
- **57th 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/.
 - o Those coming downtown for the Parade are encouraged to take advantage of the \$3 (plus tax) parking rate at [The Avenue](#) structure. Entrances are at 615 N Plankinton Ave. and 258 W Michigan St.; cars must enter between 8 a.m. and 3 p.m. to receive the discounted rate thanks to [Interstate Parking](#).
 - o Molson Coors is once again partnering with [MCTS](#) to activate the Miller Lite Free Rides program. Milwaukeeans will be able to access fare-free public transportation from 6 p.m. on Saturday, March 15, until the end of regular service on all routes. More information can be found at ridemcts.com. Spectators should also consider ride share services or other public transit options including [The Hop](#) 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.

- 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.
- Enjoy three stages of continuous entertainment featuring five dance schools, three bands, a super raffle and more. See the full entertainment schedule at saintpatricksparade.org/shamrock-club-post-parade-party/.
- \$10 per person, \$25 per family (children under 12 are free).

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 for more information.

###

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.