

Stacie Callies
Westown Association
Office: (414) 276-6696
stacie@westown.org
www.saintpatricksparade.org
www.westown.org



FOR IMMEDIATE RELEASE
MARCH 13, 2025 at 3 p.m.

Westown Association's ShamROCK Kick-off Party returns Friday, March 14

Get in the Irish spirit ahead of the 57th Shamrock Club of Wisconsin St. Patrick's Day Parade on Saturday

MILWAUKEE – St. Patrick's Day celebrations start on Friday, March 14 with the ShamROCK Kick-off Party at the [Lucky Clover Irish Pub](#), 1048 N. Dr. Martin Luther King Jr. Drive, from 5:30 to 9 p.m. Hosted by [Westown Association](#), the free event will feature raffle prizes, drink specials and live entertainment to get the community in the Irish spirit ahead of the 57th Shamrock Club of Wisconsin St. Patrick's Day Parade, presented by [Miller Lite](#), on Saturday, March 15.

[Frogwater](#), an Irish folk-duo, will get the party started with a performance at 5:30 p.m. Attendees can enjoy drink specials from Parade sponsors including \$4 [Miller Lite](#) taps and \$4 [Jameson Irish Whiskey](#) shots.

Westown Association will also hold their annual Parade raffle featuring prizes generously donated by downtown businesses including gift cards, hotel stays, event tickets and more. Raffle tickets will be available for purchase at the event, but you do not have to be present to win. Tickets are \$2 each or three for \$5 and will be sold until 7 p.m.; the grand prize winner will be announced at 7:15 p.m. The full list of available prizes can be found at saintpatricksparade.org. Proceeds from the raffle directly support Westown's efforts of producing free, community events such as the St. Patrick's Day Parade.

Guests also have the opportunity to win a pair of tickets to the Milwaukee Brewers' Opening Day on March 31 thanks to our presenting sponsor, Miller Lite. With each purchase of a Miller Lite during the event, you'll receive a raffle entry. The drawing takes place at 8:30 p.m., and you must be present to win.

Thanks to [Interstate Parking](#), attendees of the Kick-off Party can receive a \$5 (plus tax) parking rate at the Arena Lot at 1124 N MLK Drive. To receive the special rate, scan the QR code posted on the signs at the parking lot, follow the instructions on the website and use code CRAIC.

Then, on Saturday at noon, the 57th [Shamrock Club of Wisconsin](#) St. Patrick's Day Parade, presented by [Miller Lite](#), steps off on West Wisconsin Avenue at North Dr. Martin Luther King Jr. Drive, and travels through downtown's entertainment districts before ending at Water Street and Highland Avenue.

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.

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.

###

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.