

MEDIA ADVISORY

Contact: Kathleen Iverson
(414) 459-3946
publicrelations@irishfest.com

Calling All Students for Irish Fest's College Day!
Reduced Entry Price Offered to College Students with Valid ID

Milwaukee, Wis. – July XX, 2008

Who: Students enrolled in colleges or universities with a valid student ID.

What: Irish Fest *College Day*, offering \$2 off Sunday's daily ticket price exclusively for students.

When: Sunday, August 17 from 3 – 9 p.m.

Where: Participants must enter through the Main Gate of Irish Fest to receive the discount.

Why: *College Day* enables Irish Fest to show appreciation for students' dedication to education while encouraging young people to experience one of the festival's most exciting entertainment highlights: *The Scattering*, a celebration and parting of guests, where entertainers come together for a special farewell performance at 9:45 p.m. on the Aer Lingus Stage. *The Scattering* will be followed by a fireworks display.

How: Present a valid college ID at the Main Gate box office. It's that simple!

Irish Fest is excited to add this program to the 2008 festival. *College Day* is a complement to the 28th Annual Irish Fest, which will take place August 14 – 17 at Henry W. Maier Festival Park on Milwaukee's Lakefront.

General admission tickets to the festival are \$15.00 for adults; \$10.00 for senior citizens 60+ (gate only); and kids 12 & under are free. Donate nonperishable food items PRIOR to the mass on Sunday for admission to the festival free of charge AFTER the mass.

Milwaukee Irish Fest is the world's largest celebration of Irish music and culture, showcasing more than 100 entertainment acts annually at the four-day, 16-stage event at the Henry W. Maier Festival Park on Lake Michigan. Passionately committed to igniting a love of Irish culture in all people, Irish Fest teaches Ireland's music, dance, drama, sports, culture, children's activities, and genealogy at the festival and through year-long programming. For more information, visit irishfest.com.

###