



**milwaukee
irish fest**

FOR IMMEDIATE RELEASE

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SAVE YOUR GREEN WITH IRISH FEST AND WISCONSIN STATE FAIR

Festivals collaborate to offer the best summer value to Milwaukee visitors

MILWAUKEE – July 22, 2009 – You don't have to be made of green to enjoy Milwaukee Irish Fest and Wisconsin State Fair. Both of these summer festival season favorites will continue to feature all of the family fun, entertainment and culture fest-goers have come to love, but with a budget-conscious twist.

Those looking for a way to enjoy opening night of Irish Fest for free this year can save money by attending the Wisconsin State Fair the day prior.

“Our *Save Your Green* admission promotion with State Fair underscores Irish Fest's commitment to offering value to the community throughout Milwaukee's festival season,” said Jane Anderson, executive director, Irish Fest.

Wisconsin State Fair attendees can redeem their admission ticket for an Irish Fest voucher at the Wisconsin Exposition Center box office at the State Fair Park on Wednesday, August 12. Guests can then use their voucher to get in free on Irish Fest's opening night Thursday, August 13, from 5-10 p.m. Availability is limited. See irishfest.com for details.

“Both of these great Wisconsin events are family affordable and numerous money-saving promotions are available. We hope that visitors attend and enjoy both events and take full advantage of these collaborative offerings,” said Kathleen O'Leary, marketing director, Wisconsin State Fair.

Additional ways to save your green at Irish Fest include:

Thursday, August 13

- The Grand Hooley and opening night of Irish Fest on Thursday, August 13, is only \$5 or free with the donation of school supplies for children served by Hope House.

Friday, August 14

- Guests can enjoy free admission between 4:00 and 5:30 p.m. on Friday, August 14.

Saturday, August 15

- Participate in the run/walk to Irish Fest on Saturday, August 15 and receive free admission to the festival until 3:00 p.m.

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Page 2 of 2
Save Your Green

Sunday, August 16

- Donate nonperishable food items prior to the Liturgy for Peace and Justice on Sunday, August 16, for free admission to the festival following the mass.
- The College Day admission promotion returns in 2009 on Sunday, August 16 from 2-7 p.m. Irish Fest is offering \$3 off Sunday's ticket price exclusively for college students enrolled at local and regional colleges and universities. Students must present a valid college ID at the main gate to receive the reduced entry price.

Additionally, volunteering at Irish Fest is a great way to save your green. Irish Fest is expanding its volunteer base to include families with children—even the wee-est of them all. Sign up for three-hour shifts: 4:00-7:00 p.m. Friday, August 14; and noon-3:00 p.m. or 3:00-6:00 p.m. on Saturday, August 15 and Sunday, August 16.

Volunteering families receive free admission Thursday night, a parking pass and food coupons to use before or after each shift. Plus, Irish Fest will host a Wrap Up Party in September for volunteers ages 13-21 at the Irish Fest Center. For more information or to volunteer, contact Liz Sanders at lizsanders@wi.rr.com or (414) 962-0865.

About Milwaukee Irish Fest

Milwaukee Irish Fest takes place August 13-16 at Henry W. Maier Festival Park on Milwaukee's lakefront. General admission tickets to the festival are \$15 for adults; \$10 for senior citizens 60+ (gate only); and kids 12 & under are free.

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.

About Wisconsin State Fair

The 2009 Wisconsin State Fair presented by U.S. Cellular will take place Thursday, August 6 through Sunday, August 16. Named a "Top 100 Destination in North America" by the American Bus Association, the Fair is truly the Grand Champion of Summer. Featuring agriculture, horticulture, family attractions, diverse food offerings, a spectacular amusement ride midway, shopping and so much more, the Wisconsin State Fair is the state of Wisconsin's premier destination of summer for affordable family fun! For details visit WiStateFair.com or call the recorded information line at 800.884.FAIR.

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