



**milwaukee
irish fest**

FOR IMMEDIATE RELEASE

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

Experience Ireland's best with the Family Passport to Irish Fest
Program makes for a fun and easy family day at Irish Fest

MILWAUKEE – August 11, 2009 – Irish Fest, the world's largest Irish festival, welcomes back the Family Passport to Irish Fest program, which gives families the unique opportunity to explore Irish Fest with convenience and ease.

The Family Passport to the Irish Fest program takes place Friday, August 14 from 4 – 7 p.m. and Saturday and Sunday, August 15 and 16, from noon – 6 p.m. Now in its third year, the program enables families to pick up a passport and travel with their kids to 10 destinations rich in education and Irish culture.

Some of this year's stops include the Children's Area and Stage, Greenwish Village, Celtic Canines, and the St. Patrick's Centre exhibit in the Cultural Village. At each of the 10 locations, families should look for the Pirate Paddy icon and the official *Family Passport to Irish Fest* stamping booth to get their passport stamped. Kids collect prizes along the way and can participate in activities offered at several of the stops providing an authentic Irish experience.

Families can pick up their passports at any of the 10 cultural destinations to start their journey. Children will receive a green Pirate Paddy hat to wear during their adventure, and families have the choice of completing the passport experience in one, two, or three days.

"The popularity of The Family Passport program continues to grow," said Jane Anderson, executive director of Irish Fest. "It's unique because it provides parents and children an authentic Irish experience without needing to leave Milwaukee. Plus, there are plenty of other activities and entertainment acts for all ages at Irish Fest," she said.

Catholic Knights is a sponsor of the Family Passport to Irish Fest.

About Milwaukee Irish Fest

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.

###