



**Milwaukee
Irish Fest**

FOR IMMEDIATE RELEASE

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EXPERIENCE IRELAND'S BEST WITH THE FAMILY PASSPORT TO IRISH FEST

Program Makes For a Fun and Easy Family Day at Irish Fest

MILWAUKEE – July XX, 2008 – Irish Fest, the world's largest Irish festival, welcomes back the Family Passport to Irish Fest, which gives families the unique opportunity to explore Irish Fest with convenience and ease.

The Family Passport to Irish Fest experience will take place on Friday, August 15 from 4 – 7 p.m. and Saturday and Sunday, August 16 and 17, from noon – 4 p.m. Now in its second 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, which is a new feature to the program this year.

"The Family Passport program was met with great enthusiasm last year," said Jane Anderson, executive director of Irish Fest. "It is truly unique because it provides parents and children with an authentic Irish experience in one afternoon. In addition to the Family Passport, there are plenty of other activities and entertainment acts, including the Galway Showcase, for all ages at Irish Fest."

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

Irish Fest would like to extend a special thank you to Catholic Knights, who is a sponsor of the program.

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.

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