



**milwaukee
irish fest**

FOR IMMEDIATE RELEASE

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A Festival Experience kicks off at Irish Fest

MILWAUKEE – August 7, 2009 – Milwaukee Irish Fest depends on nearly 4,000 volunteers of all ages each year, and each plays a special part in the event's continuing success. Beginning this year, Milwaukee Irish Fest is proud to announce a new initiative called the *Festival Experience Program*. Through this program, four young adults, ages 20 – 25, have been selected to travel to Milwaukee from Ireland and Northern Ireland to experience the planning and presentation of Milwaukee's Irish Fest.

Festival Experience participants will work alongside assigned mentor volunteers learning various aspects of orchestrating Irish Fest, including implementing on-site programming and performing setup and takedown leading up to the festival. Additionally, participants will be introduced to the festival's year-round programs including the Irish Fest Summer School and Ward Irish Music Archives, as well as the organization's annual events, such as the Celtic Christmas Boutique.

"Irish Fest values its ties to Ireland and the *Festival Experience Program* enables us to make those relationships even stronger," says Jane Anderson, executive director, Irish Fest. "The program not only underscores the importance of building strong cultural partnerships, it also identifies young people as integral to the success of these alliances."

Interested participants were required to submit a letter of interest with qualifications to organizing committees in Ireland and Northern Ireland. The selected applicants will arrive in Milwaukee on August 6 and stay through August 18.

The *Festival Experience Program* is just one of the many highlights of Milwaukee's 29th Annual Irish Fest, which takes place August 13 – 16 at Henry W. Maier Festival Park. General admission tickets to the festival are \$15 for adults; \$10 for senior citizens 60+ (gate only); and kids 12 and under are free. For more information, visit irishfest.com.

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.

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