



**milwaukee
irish fest**

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Milwaukee Irish Fest takes home eight international awards

The International Festivals & Events Association honors festival

MILWAUKEE – September 25, 2009 – Milwaukee Irish Fest announced today that it was recognized with eight awards including winning a gold for *Best Event Web site*, at the 53rd Annual International Festivals & Events Association (IFEA) Convention & Expo in Indianapolis, Indiana.

In addition to the gold win, the festival took home several silver and two bronze awards in a diverse group of categories. Silvers were awarded for: *Best Event Program* for the 2008 grounds brochure; *Best New Promotion* recognizing the Galway Showcase; *Best Ad Series* for last year's 100% Irish Fest campaign; and the Jameson Lounge received two silver awards in the categories of *Best New Event* and *Best Event (within an existing festival)*. The festival also won bronze for awards in the categories of *Best Miscellaneous Clothing* and *Best New Sponsorship* for the Galway Showcase.

“These awards solidify Irish Fest’s global position as a premier Irish event experience, and we are honored to be acknowledged among the high caliber events that participate each year,” said Jane Anderson, executive director, Milwaukee Irish Fest. “Our recognition spans a breadth of categories, reinforcing our success in making everything from merchandise to festival programming, world-class.”

This prestigious awards competition seeks the highest degree of excellence in festival and event promotions. Irish Fest was judged against thousands of entries from across the globe, based on the following criteria: organization of event, creativity, originality of promotion, professional content, design and layout of entry.

The IFEA is the premier association supporting festival and event professionals world-wide. It was established in 1955 and each year hosts a convention for representatives from events and festivals from 38 countries and five continents.

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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