



**Milwaukee  
Irish Fest**

FOR IMMEDIATE RELEASE

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### **ENJOY A TASTE OF IRELAND AT IRISH FEST'S NEW JAMESON LOUNGE**

MILWAUKEE – July XX, 2008 – A place to unwind and take in the festival's sights and sounds awaits you at Milwaukee Irish Fest's new Jameson Lounge. Located at the Paddy O West deck near the south gate, this destination will offer visitors the chance to mingle with friends and enjoy select marks of Jameson Irish Whiskey.

Guests will also have the opportunity to experience one of the Jameson Lounge's authentic Irish Whiskey tastings held on Saturday, August 16 at 1, 3 and 5 p.m. and Sunday, August 17 at 1 and 3 p.m. in the covered area downstairs from the Lounge. The tastings will be led by an official Jameson Irish Whiskey Ambassador from Ireland.

To participate, guests should make their Jameson Irish Whiskey tasting reservation in person on the grounds at the Paddy O West area. Reservations are \$15 per person and will be taken on a first come, first served basis. Space is limited.

“We are excited to welcome Jameson Irish Whiskey as a special part of the festival this year,” said Jane Anderson, executive director of Irish Fest. “The Jameson Lounge is an area on the grounds where guests can taste special marks of the centuries old Irish Whiskey through either a reserved tasting or in the designated Lounge space. The Jameson Lounge is something new for Irish Fest and for all of our visitors throughout the weekend to enjoy.”

Guests must be 21 years of age and present a valid ID for entry. Patrons must consume beverages inside the Jameson Lounge.

For more information, please visit [irishfest.com](http://irishfest.com). Jameson Irish Whiskey and Milwaukee Irish Fest remind you to please drink responsibly.

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](http://irishfest.com).

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