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For Immediate Release

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St. Patrick's Day Parade Returns to Downtown Milwaukee Saturday, March 10th
Parade has a new route due to downtown construction

Milwaukee, WI— The Shamrock Club of Wisconsin's 46th Annual St. Patrick's Day Parade will make its return to Downtown Milwaukee on Saturday, March 10th at Noon. The parade steps off on Wisconsin Avenue at Old World Third Street and will wind its way through the streets of Downtown Milwaukee.

Building on a successful partnership, the Shamrock Club of Wisconsin and the Westown Association, along with presenting sponsor Miller Lite, are collaborating on Wisconsin's oldest and largest St. Patrick's Day celebration. Although the Shamrock Club of Wisconsin is celebrating its 46th anniversary of producing the parade, the event dates back to 1843. It predates the incorporation of the State of Wisconsin and the City of Milwaukee. Milwaukee's parade is the sixth oldest in the nation.

This year's parade will feature over 125 units including Irish dance groups, pipe and drum corps and local celebrities and dignitaries. For the third straight year, the Friends of St. Patrick, in partnership with the Hunger Task Force, will collect non-perishable food donations during the parade. Volunteers will walk the parade route with grocery carts collecting the donated food items.



This year's parade will have a new route due to the Juneau Avenue bridge construction. Please see map to the left for details.

- The parade steps off on Wisconsin Avenue and Old World Third Street continuing East until Plankinton Avenue.
- The parade will march North on Plankinton Avenue where it will reach Kilbourn Avenue and head West until Old World Third Street.
- The parade marches North on Old World Third Street.
- Instead of heading East on Juneau Avenue (due to bridge construction), the parade will continue North on Old World Third Street until it reaches McKinley Avenue.
- The parade will continue East on McKinley Avenue until it reaches Edison Street where it will head South until Juneau Avenue.
- The parade will march East on Juneau Avenue until it reaches Water Street where it will head South until it finishes at the intersection of Water and Highland Streets.
- The parade is anticipated to return to its normal route which marches over the Juneau Avenue Bridge in 2013.

For more information on the St. Patrick's Day Parade activities, please call the Westown Association at (414) 276-6696, e-mail to events@westown.org or refer to the event web site at www.saintpatricksparade.org.

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