

FOR IMMEDIATE RELEASE

Milwaukee Irish Fest Releases Highly Anticipated 40th Festival Lineup
Celebrating the Spirit of Irish America - August 20 - 22, 2021

MILWAUKEE (May 25, 2021) - Milwaukee Irish Fest, the world's largest celebration of Celtic music and culture, has released its highly anticipated 2021 lineup with more than 50 entertainment acts, and has launched a three-day BOGO ticket promotion. The 40th Milwaukee Irish Fest will take place August 20, 21, and 22 along Milwaukee's charming lakefront at the Henry Maier Festival Park.

Since 1981, Milwaukee Irish Fest has been dedicated to sharing Celtic music and culture with people around the world. The 40th festival lineup features an array of renowned Irish, Scottish and Irish American artists across several music genres, including:

- Ashley Davis Band
- The Byrne Brothers
- Cherish the Ladies
- Eileen Ivers
- Gaelic Storm
- JigJam
- John Whelan and Brian Conway
- The Murphy Beds
- Natalie Haas and Alasdair Fraser
- Rory Makem
- The Screaming Orphans
- Scythian
- Seamus Kennedy and much more!

"This year's lineup puts a spotlight on the music and heritage of Irish America," stated Melissa Ward of CelticMKE, the organization that produces the festival. "We look forward to sharing the spirit of the music and traditions that were brought over from the Emerald Isle and other Celtic nations across the centuries. There's certainly no shortage of top-notch musicians that play Irish and Celtic music in the States. The rich cultural heritage will be on full display throughout the festival weekend."

Irish Fest is also producing a virtual program, which will run simultaneously during the festival. The program will feature Irish themed music and cultural shows for folks who are unable to attend in person. Irish Fest will also live stream one musical performance per day from the grounds to offer folks a glimpse of the festival experience. More details on the virtual component will be announced in the coming months.

"Céad míle fáilte! We can't wait to greet our guests back with 100,000 welcomes and celebrate our love for Irish and Celtic culture together, in person," said Ward.

Coinciding with the exciting entertainment announcement, Milwaukee Irish Fest is also running an online BOGO ticket promotion, now through May 28. Festival goers can buy one admission ticket for \$20 and get one free. This will be the only online BOGO ticket offer from Milwaukee Irish Fest, so fans are encouraged to take advantage of the promotion and start the countdown to the festival.

For more information on planning a legendary Milwaukee Irish Fest experience, please visit irishfest.com. The website features the full lineup, hotel packages, health and safety information, and more. Tickets to the 40th Milwaukee Irish Fest are now available to purchase at irishfest.com/tickets.

About CelticMKE

Milwaukee Irish Fest is proudly presented by CelticMKE, a nonprofit organization dedicated to promoting and celebrating all aspects of Irish, Irish American and Celtic cultures, and instilling in current and future generations an appreciation of their heritage. In addition to 40 years of Milwaukee Irish Fest, CelticMKE also archives Irish American cultural artifacts, runs educational programs, and the Milwaukee Irish Fest Foundation. Learn more about CelticMKE by visiting celticmke.com.

###