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**ALWAYS SOMETHING NEW TO DO
AT THE WORLD'S LARGEST IRISH FESTIVAL**

Highlights for 2013 Milwaukee Irish Fest include Nova Scotia Showcase

MILWAUKEE (July 2, 2013) – People will gather from all over the world for the 33rd annual Milwaukee Irish Fest taking place August 15 to 18 along Milwaukee's lakefront. Whether it's your first time at the festival or you're an Irish Fest veteran, you'll be sure to find something you love. Here are the highlights you won't want to miss:

MUSIC

At the heart of Milwaukee Irish Fest is music. The festival will once again bring in the biggest names and most popular acts to perform on 16 stages. Guests will be treated to: traditional favorites like Tom Sweeney, The Makem & Spain Brothers and Kevin Burke; Celtic rockers like Gaelic Storm and The Red Hot Chilli Pipers; and contemporary groups like We Banjo 3, The Screaming Orphans and Goitse.

Not-to-Miss

Several not-to-miss acts will appear for the first time. Festival goers will want to catch: The Willis Clan, an award-winning band of seven family members under age 21 whose reality TV show premiered on GAC this summer; Cutthroat Shamrock, a regional band covering the genres of punk and bluegrass; Creel, the house band at Raglan Road Irish Pub in downtown Walt Disney World; JPTrio and Niamh Farrell, a young, traditional band from Ireland; Ronan Tynan, who sang with the famous Irish Tenors; Carlos Núñez, a world-renowned piper from Galician Spain who has played with the Chieftains; and Manran, a Scottish band who recently performed their infectious blend of traditional and contemporary music at the 2012 London Olympics.

(more)

2013 IRISH FEST HIGHLIGHTS – ADD ONE

SHOWCASE

This year's featured showcase is Nova Scotia, the Canadian province whose name means "New Scotland." Nova Scotia is home to a unique brand of Celtic music rooted in the traditions of the 18th century Scottish immigrants who arrived there after the Highland Clearances. Guests can expect a wide variety of Irish and Celtic songs and instrumental traditions that are native to Nova Scotia.

Kitchen Party

To kick off the Nova Scotia Showcase, guests will be invited to gather 'round as they are treated to special Kitchen Party set during the opening night of the festival with artists from Nova Scotia. A tradition in Nova Scotia, a Kitchen Party is a musical jam session typically held at someone's home.

As part of the showcase, audiences will hear traditional Irish-influenced Cape Breton music with the Barra MacNeils. The showcase will also feature Appalachian "New Grass" from the Modern Grass and Americana Folk provided by Old Man Luedecke and Dave Gunning. Audiences will also experience the Cape Breton fiddle and piano tradition when they hear Cassie and Maggie MacDonald.

The Gaelic language is a huge part of the music tradition in Nova Scotia and Mary Jane Lamond and Wendy MacIssac will perform several songs in Scottish Gaelic. Meanwhile, Evans and Doherty will bring traditional Irish folk songs with them to Milwaukee and Buddy MacDonald will entertain through storytelling and Cape Breton ballads. Sprag Session will deliver high energy sets of Celtic fusion and traditional fiddle.

MORE THAN MUSIC

Milwaukee Irish Fest offers much more than music. Guests can immerse themselves in Celtic culture, including language, arts, sports and shopping. The Cultural Village on the south end of the grounds is the hub for all cultural activities, including: Genealogy, the Literary Corner, Hedge School, Theater, Archives, Harp Stage, Celtic Roots Stage and the Moore Street Market.

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2013 IRISH FEST HIGHLIGHTS – ADD TWO

Cultural highlights this year include an exhibit on the Irish in Rock, an on-the-grounds limerick poem contest, and a new Hobbit Exhibit that explains how Ireland's topography influenced the dwellings of J.R.R. Tolkien's characters. Explore the Brian Boru Feilie 2014 exhibit where reenactments and lectures will celebrate the high king who united Ireland a millennium ago. Bring a partner to the Harp Stage where guided massage instruction will accompany melodic harp music. Need help exploring the cultural area? Tour guides provided at the Info Cottage will take you on a tour of the cultural area.

SPORTS

If you love sports, Irish Fest delivers. Guest can enjoy tug-of-war and hurling areas, as well as a sports pub with flat screen TVs playing Celtic sports like Gaelic football. Catch teams competing in currach races (traditional Irish boats) on beautiful Lake Michigan. You won't want to miss the Milwaukee Police vs. Fire Department race.

DANCE

If you are interested in learning about traditional Irish dance, be sure to stop by the Dance Pavilion where instructors will teach you the basics of traditional céilí and set dancing. If you aren't a good dancer yourself, sit back and enjoy amazing performances by six Milwaukee-area dance schools on stages throughout the grounds.

SHOPPING

Outside of Ireland, there's no better place to shop for Irish goods than Milwaukee Irish Fest. The festival features more than 90 vendors selling everything from soccer kits (jerseys) to fine art, jewelry, clothing, music and more. Several artisans travel here from Ireland, including knitters, clothing designers and basket weavers who will be demonstrating their craft. You can even pick up official Milwaukee Irish Fest merchandise to commemorate your visit, including shirts, hats, jackets, poster and other souvenirs.

FOOD & SPIRITS

Be sure to bring your appetite to Irish Fest 2013. In addition to traditional favorites like corned beef, Irish stew and baked potatoes, the festival is always cooking up a variety of new entries. New items this year include Irish-themed gelato (Bailey's® Irish Cream, Mint & Dark Chocolate), Paddy's Chicken (chicken breast glazed in a whiskey sauce) and specialty coffees (Irish Nut Cappuccino, Hazel Nut Espresso and Shamrock Mocha). Popular mixed drinks found on the grounds include the Jamorita (margarita made with Jameson® Irish Whiskey) and the Bloody Molly (a Bloody Mary made with Jameson Irish Whiskey). New this year is the Celtic Breeze (Jameson Irish Whiskey with cranberry-apple juice).

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2013 IRISH FEST HIGHLIGHTS – ADD THREE

FAMILY FUN

Milwaukee Irish Fest is recognized for being one of the best “family-friendly” festivals in Milwaukee – there’s literally something to do for kids of all ages. The Children’s Area is the place to be for crafts and fun activities, including the Pot 'O Gold fishing game, Lilli-Putt miniature golf and the Lego activity area. A newer attraction is the Highland games area where kids can try their hand at traditional competitions. There are also two family-friendly entertainment stages filled with music, dance and new this year a magician and comedic duo.

At the expanded Leprechaun Village, kids can learn about these mythical characters and see how they live. Families can take a tour of Irish Fest with the Family Passport program, a fun and easy way to experience the entire festival.

PROMOTIONS

The organizers of Milwaukee Irish Fest make it easy and affordable to enjoy the festival. There are a wide variety of special promotions and discounts that guests can take advantage of, including discounts for college students, seniors, military personnel and their families.

In addition, the festival offers free or reduced admission during special promotional periods on Thursday, Friday and Sunday. There is free admission on Thurs., Aug. 15 between 5 and 10 p.m. with a donation of school supplies. On Fri., Aug. 16, guests can take advantage of **\$5 Buck Friday** between 4 p.m. and 5:30 p.m.

On Sunday, anyone donating a non-perishable food item by 11 a.m. will receive free admission to the festival. Those who donate food items are welcome to stay for the mass beginning at 9:30 a.m. and will receive free admission directly following. Those choosing not to attend the mass will receive a hand stamp for free entry at any point during the day (11 a.m. to 10 p.m.) All non-perishable food items will be donated to Hunger Task Force.

To learn more about discounts and special promotions, visit www.irishfest.com and click on the “Festival Info” tab. General admission for the festival is \$17 for adults, \$12 for seniors 60+ and free for kids 12 and under.

4,000 VOLUNTEERS

More than just a festival, the Milwaukee Irish Fest organization is passionately committed to igniting a love of Irish culture in all people. With the help of more than 4,000 volunteers,

Milwaukee Irish Fest teaches Ireland's music, dance, drama, sports, culture, children's activities and genealogy through year-round programming. For more information, visit www.irishfest.com.

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2013 IRISH FEST HIGHLIGHTS – ADD FOUR

About Milwaukee Irish Fest

Milwaukee Irish Fest is the world's largest celebration of Irish music and culture. The four-day festival showcases more than 100 entertainment acts on 16-stages at Henry W. Maier Festival Park on Milwaukee's lakefront. The annual festival occurs every third weekend in August. The 2013 festival takes place August 15 to 18.

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