

FOR IMMEDIATE RELEASE

September 12, 2023

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**Irish Use Halfway to St. Patrick's Day to Launch New Vision for the SF St. Patrick's Day Parade
Mayor London Breed and Others on Hand to Lend Support**

OUTER SUNSET, SAN FRANCISCO

September 17 is Halfway to St. Patrick's Day (St. Patrick's Day happens each year on March 17), and there's a big celebration at the United Irish Cultural Center. On Sunday, **September 17, 2023 from 2–6 pm** in the outdoor gathering space known as Wawona Gates at the **United Irish Cultural Center (2700 45th Avenue, San Francisco)** all are invited to mark the occasion and celebrate the official launch of a reimagined vision for the historic San Francisco St. Patrick's Day Parade bearing the theme of **Unite SF** (part of United Irish Societies), where the Irish team up with people of all cultures and celebrate what makes San Francisco the great city that it is.

The United Irish Cultural Center of San Francisco (UICC) is the perfect backdrop for this community gathering, long known for its cultural celebrations. According to UICC President Liam Reidy, "the Irish Center has a long history of supporting Irish arts and cultural programs throughout the city and has enjoyed a longtime partnership with United Irish Societies (the parade organizers). We are happy to host this event as the parade organizers launch a reimagined vision for their parade."

He continues, "The timing is great as the Irish Center is going through a reimagining of its own in the form of a redevelopment process that will allow us to better serve our local community here in the Sunset, and the greater community of San Francisco and the Bay Area through enhanced youth, arts, and cultural programming, as well as event space, and much more."

Unite SF organizer James Quinn is energized by the new plans for the March parade and has had many positive conversations with leaders in other cultural groups about joining forces and celebrating what makes San Francisco great. "We are delighted to share our ideas and officially launch our vision for March 2024 at the UICC on Sunday. People have been very supportive of the inclusive approach, and we feel bringing different groups together—bridging cultures and fostering community goes a long way in making our city even better."

NO COVER CHARGE; KINDLY REGISTER:

<https://www.eventbrite.com/e/halfway-to-st-patricks-day-with-anthony-arya-tickets-699645627907>

ABOUT THE EVENT

Help us celebrate community with a little late summer Wearin' o' the Green! **Halfway to St. Patrick's Day** is also **International Irish Dance Day** so the UICC is teaming with United Irish Societies (SF St. Patrick's Day Parade organizers) host a celebration with live music and Irish dancing, *special guests including a visit and remarks from SF Mayor London Breed*, festivities, Irish merchants, and some local Irish Dance history and dancing entertainment organized by our Keepers of the Steps program who will present a mini pop-up exhibit. No cover charge.

ENTERTAINMENT

- Anthony Arya (folk/rock—featured on NBC's "The Voice")
- Special performance by the Whelan Academy of Irish Dance
- Irish Pipers Band of San Francisco, including our Youth Pipers!

EXHIBITS/BOOTHS

- Jerry Daly Art Exhibition
- Keepers of the Steps Mini Pop-Up Exhibit (Irish Dance history exhibit)
- SF Irish Consulate to offer a "Pop-Up Consulate"
- UICC Membership and Project 2025 Information Table
- Unite SF Information and give aways

VENDORS

Irish Center SF Irish Shoppe

- Treasure Ireland (Marie Mallon)
- Irish Castle Gifts (Orla O'Malley)
- Celtic Tea Shoppe

There will be youth activities, prizes for most green attire (get your green on), and so much more! We look forward to a great community event!