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FOR IMMEDIATE RELEASE

Milwaukee Irish Fest Announces Plan to Move Forward with 2021 Festival

MILWAUKEE (March 2021) - Milwaukee Irish Fest is set to make its return to the Henry Maier Festival Park the third weekend in August, following a year hiatus in 2020 due to the pandemic. Organizers announced the 40th Irish Fest will take place Friday, August 20, Saturday, August 21, and Sunday, August 22. This year the festival will run for three days, compared to its normal four-day run.

Organizers are working with and evaluating input from the city of Milwaukee, the Wisconsin Health Department and the State, and are also monitoring CDC guidelines in order to produce a safe outdoor festival.

"We are moving forward with preparations for our 40th festival," said Mike Mitchell, Executive Director of CelticMKE. "We're going to do everything we can to ensure a safe environment. We will make any necessary adjustments to our operations and modify the layout to comply with regulations, restrictions, and recommendations put in place at the time of our festival." A plan is already in place to install sanitizing stations throughout the grounds and to enhance cleaning protocols.

"Our festival preparations center around prioritizing the wellbeing and safety of our patrons, volunteers, vendors, entertainers and staff," said Mitchell. "With the rollout of vaccinations, we feel comfortable taking the steps to create an Irish experience this summer for all to safely enjoy."

Irish Fest may be limiting the number of tickets sold both at the gates and online to accommodate the potential capacity limit. Admission tickets will go on sale on the Irish Fest website, irishfest.com, in the coming weeks. Organizers advise people to get their tickets in advance for a guaranteed entry to the festival.

The music lineup will be announced later this spring, with a program schedule to follow in the summer. It will be a hybrid festival, so organizers are also planning an exclusive, online Irish program for those who are unable to attend the festival in person.

To get the latest updates on Milwaukee Irish Fest and to get notified when tickets go on sale, go to irishfest.com and sign up for their e-newsletter.

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