



FOR IMMEDIATE RELEASE

January 19, 2010

Contact:

Gary M. Jones - Media Relations Manager
913-579-1953 (cell) 913-652-0849 (home)
garymjones@aol.com

Martin City Again Prepares for Full Day of St. Pat's Events

The holidays have come and gone with two winter seasons worth of snow having already fallen in Kansas City. It must be time to start thinking about St. Patrick's Day, right? In fact, a growing and prosperous community in the south end of town knows it's merely weeks away and is again preparing for a day full of parade-style pageantry, music, food, contests and family fun on Sunday, March 14. That's when the 23rd Annual Martin City St. Patrick's Day Parade will kickoff, celebrating almost a quarter century as "the best little fun parade in Kansas City."

For the fourth straight year, the parade will be a part of a full day of activities known as IRISHPALOOZA, meaning an Irish extravaganza! Events will start at 11:30 a.m. in the Martin City downtown district, culminating with the two-hour parade that kicks off at 2 p.m.

In keeping with the large and very successful expansion of fun things to do on parade day, Martin City's theme for 2010 will be "We're All Green For The Day!" Cash prizes will again be presented to the top three parade entries from which there historically have been more than 100 participants.

Like last year when crowds approaching 25,000 descended on Martin City, the celebration will host a wide range of entertainment, including musical and performance-related acts, as well as pavilions offering an enjoyable array of food and drink. Fun for the kids remains a major focus, with the pre-parade Prince & Princess Contest, Jr. Irish Idol finals, clowns, games, crafts and an inflatable slide and moonwalk.

Returning as a lead-up to parade day will be the **Irish Idol – Karaoke Style** competitions on February 3 at Jess & Jim's Steakhouse in Martin City. Irish Idol will continue at RC's Back Door in Martin City on February 10 and 24, March 3 and the finals on March 12. Also back by popular demand will be the **Junior Idol** competition for youngsters age 8 to 17. Junior Idol contestants will be invited to submit performance videos to the parade website (www.irishpalooza.com) from February 1 to 22. Online voting for the contestants will take place February 24 to March 3. Finalists will then perform March 14 during IRISHPALOOZA prior to the parade kickoff. All are welcome to take part in these fun, fundraising spectacles that mirror the popular American Idol TV show. Check our website and the next press release for more details on Irish Idol and Junior Idol.

(more)

The uniqueness of the Martin City St. Patrick's Day Parade has long been a source of pride for the merchants and many of its citizens. They hope that you, your family and friends will come and rediscover what Martin City is all about. In the spirit of the related holiday, a percentage of the proceeds from the 2009 parade will benefit a valued Martin City neighbor: Ozanam, a residential treatment center for children. So make plans for Martin City on March 14 and, per this year's theme, BE SURE TO WEAR YOUR GREEN!

All information on the parade, Irish Idol, Junior Idol and related events is available on the Parade website, www.irishpalooza.com. This includes deadlines, procedures for participation, forms and relevant points of contact. You may also contact Mary Nestel, parade director, by calling (816) 361-6442 or through email at mary.nestel@irishpalooza.com

#####

Mary Nestel –
Parade Director
Martin City St. Patrick's Day Parade
816-210-7153 (cell) 816-361-6442 (office)
mary.nestel@irishpalooza.com