



FOR IMMEDIATE RELEASE

February 24, 2010

Contact:

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

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

It certainly feels like the dead of winter so 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.

### **Irish Idol – Karaoke Style**

Returning as a lead-up to parade day are the **Irish Idol – Karaoke Style** competitions that began earlier in the month. Irish Idol continues at RC's Back Door, 330 East 135th Street in Martin City February 24 and March 3, with the finals on March 12. Winners of each of the four preliminary events will then compete in the finals on March 12 at RC's for a \$350 Grand Prize based on popular vote and a \$150 Presentation Prize awarded by the judges for best talent. A new feature for 2010 will be online voting for Idol contestants via the parade website ([www.irishpalooza.com](http://www.irishpalooza.com)) from March 4 through 10.

"Irish Idol has been a lot of fun for everyone involved with it the past two years," said Mary Nestel, director of the Martin City St. Patrick's Day Parade. "The talent level is wide ranging but always entertaining! And these competitions serve as a great run-up to parade day March 14 when we have a full day of fun, family-friendly activities."

Nestel explained that Irish Idol is set up just like the American Idol TV show, with three judges and competitors coming from a wide variety of backgrounds and abilities. "The performances can range from inspiring to hilarious!" she said. "And the judges, much like those on the TV show, have a good time letting you know how you did."

*(more)*

### **Junior Idol**

Also back by popular demand is the **Junior Idol** competition for youngsters age 8 to 17. Junior Idol contestants are invited to submit performance videos to the parade website through March 3. Videos can also be delivered to the office of Mary Nestel at 9233 Ward Parkway, Suite 124, Kansas City, MO 64114. The parade website offers suggestions and tips on how to make a quality video. Online voting for Junior Idol contestants will also take place March 4 through 10. Junior Idol finalists will then perform March 14 during IRISHPALOOZA prior to the parade kickoff. The winner will receive prizes and ride as a guest of honor in the parade. Check the parade website for the latest details on both Irish Idol and Junior Idol.

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 2010 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](http://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](mailto:mary.nestel@irishpalooza.com)

#####

Mary Nestel –  
Parade Director  
Martin City St. Patrick's Day Parade  
9233 Ward Parkway, Suite 124, KC, MO 64114  
816-210-7153 (cell) 816-361-6442 (office)  
[mary.nestel@irishpalooza.com](mailto:mary.nestel@irishpalooza.com)