



FOR IMMEDIATE RELEASE

March 10, 2010

Contact:

Gary M. Jones - Media Relations Manager

913-579-1953 (cell) 913-652-0849 (home)

garymjones@aol.com

Martin City Plans Another Big St. Patrick's Day Parade Weekend

Martin City will be the place to be this weekend as the town prepares for its 23rd Annual St. Patrick's Day Parade on Sunday, March 14, preceded by the popular Irish Idol – Karaoke Style finals Friday evening, March 12.

Parade Day

For the fourth straight year, the parade will be a part of a day-long celebration of community and Irish spirit 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. Cash prizes will be awarded to the top three parade entries from which there historically have almost 100. Known since its earliest years as "the best little fun parade in Kansas City," the event will feature the Fox 4 Morning News Team as Grand Marshals and Cass County Prosecutor Teresa Hensley as Special Guest.

Like the previous three years when almost 25,000 people descended on Martin City, the celebration will host a wide range of entertainment, including music, performances and pavilions offering an enjoyable array of food and drink. Fun for the kids remains a major focus, with the pre-parade Prince & Princess Contest, Junior Idol finals, games, crafts and an inflatable slide and moonwalk. A number of special entries will grace the parade for the first time, including the Kansas City Zoo and the Arat Shrine Pipe & Drums.

The long-cherished historical parade route running through the entire downtown district will again be employed, thanks to the cooperation of the Union Pacific Railroad and the Kansas City Missouri Police Department. The route will begin on 135th St., just east of MO Highway 150 at Washington St., run east on 135th past the downtown rail line to Holmes Rd. A route map is available on the parade website.

Irish Idol – Karaoke Style

Competition and interest in Irish Idol have grown during each of the four preliminary events. Based on the popular TV show, American Idol, the finals promise to be exciting, with the winner(s) capturing a \$350 Grand Prize based on popular vote and/or a \$150 Presentation Prize awarded by the judges for best talent. Winners from the preliminary rounds will compete in the finals that begin March 12 at 7 p.m. at RC's Back Door, 330 East 135th Street in Martin City. Also featured will be drink specials and lots of giveaways, courtesy of generous Idol and parade sponsors.

"Irish Idol has been a hoot this year," said Mary Nestel, director of the Martin City St. Patrick's Day Parade. "And, like the American Idol TV show, the contestants have received the same good-natured treatment from the judges! We've had a lot of fun with this and the finals on Friday will be a great set up for the big parade and all that precedes it on Sunday."

(more)

So come on down and rediscover what a growing Martin City is all about. In the spirit of St. Patrick's Day, a portion of the proceeds from the Irish Idol and the parade will benefit Ozanam, a residential treatment center for children and valued Martin City neighbor.

All information on the parade and events that precede and follow it is available on the parade website, www.irishpalooza.com. You may also contact Mary Nestel, parade director, by calling (816) 361-6442 or through email at mary.nestel@irishpalooza.com. The theme for this year's parade is "We're All Green For The Day." So, we hope to see you in your best green outfit in Martin City this weekend!

#

Mary Nestel – Parade Director
816-210-7153 (cell), 816-361-6442 (office)
mary.nestel@irishpalooza.com