

ST. PAT'S TIMES

150th Anniversary

PARADE MARCH 15, 2008

Since 1858

Atlanta Celebrates Success of 2007 St. Pat's Parade Counting the days to 2008 Parade Saturday, March 15

The 2007 Atlanta St. Patrick's Parade and Festival was the largest and best attended in its 149 year history!! There were an estimated 325,000 attendees over the week-long event which honored Irish heritage and showcased Atlanta.

The parade featured the Anheuser-Busch Clydesdales, the US Army FORSCOM Band, marching bands from around the country, the Oscar-Mayer Weiner Mobile, sponsor units, Irish Dancers, Bagpipes, police units and huge firefighting apparatus. The week-long Festival kicked off with the Jr. League of Atlanta's ShamRock 'n Roll Race at Atlantic Station, followed by two Family Festival nights at the Philips Arena with the Thrashers and the Hawks, then three days of the Family Festival at Underground Atlanta, climaxing with the 126th Atlanta St. Patrick's Parade on Saturday.



**USA Today featured the
Atlanta St. Patrick's Parade as one of the
"10 great places for a wee bit of Irish cheer."**

Why celebrate St. Paddy's Day in Dublin when you can shake your shillelagh in Savannah or San Diego? "America celebrates it like no other country, even Ireland," says Guinness master brewer Fergal Murray. "It's fantastic! If you're Irish, your chest puffs out a bit, especially if you're representing Ireland's greatest export." When this Dubliner promotes Guinness Stateside, he finds that cities parade their Irish heritage (34 million Americans claim ancestry) with Old World authenticity and local flavor. He highlights top parades with Gina Pera for USA TODAY.

Gone with the Wind author Margaret Mitchell wrote of her Irish forebears, and 1 million Atlantans claim the lineage. Murray calls this effort "incredibly flamboyant with the biggest floats and great dancers." And, oh, he loves the accents: "They go so well with an Irish brew." This marks the 126th parade, culminating at the Underground Atlanta Festival with free family entertainment.



www.stpatsatlanta.com

Emerald Evening

2007 Atlanta St. Patrick's Parade Grand Marshal Neville Isdell, President and CEO of The Coca-Cola Company, was honored at the inaugural "An Emerald Evening" on the Friday night before the parade. Dignitaries attending included members of the Irish Government, local government officials and Atlanta's corporate leaders. A huge live auction and silent auction were held. Among the auction items were worldwide travel on American Airlines with stays in Ireland and other countries. Silent Auction items included replica Titanic dinner service, an original Mike Luckovich drawing fr "St. Pat's Pals" and a Atlanta Thrasher hockey stick signed by the entire team.

A raffle was held for a Pontiac Solstice donated by General Motors. Tickets were \$100 each but only 500 tickets were printed. Live Irish entertainment, a tour of the FedEx Titanic Artifact Exhibition and special table centerpieces by Coca-Cola and special Coke Float desserts rounded out the grand evening.

In 2008 "An Emerald Evening" will be held Friday, March 14th. The 150th Anniversary Atlanta St. Patrick's Parade will be held Saturday, March 15th, 2008.

 		
<p>  Buy one to view at www.sped.org Atlanta St. Patrick's Day Foundation Benefiting Children's Charities of Atlanta 844 M. Pagan Rd. NW Atlanta, GA 30327 404-295-5242 </p>		
No. 12345	<p> RAFFLE FOR 2007 PONTIAC SOLSTICE MSRP \$28,539 NAME _____ EMAIL _____ <small>WINNER NEED NOT BE PRESENT TO WIN. ONLY 500 TICKETS WILL BE SOLD. PHONEDRAWING TO BE HELD AT 8:00 PM FRIDAY MARCH 16, 2007 "AN EMERALD EVENING" AT THE ATLANTA CIVIC CENTER</small> </p>	No. 12345






"An Emerald Evening"
 A Benefit for the
 Atlanta St. Patrick's Day Foundation
 honoring
 E. Neville Isdell, Chairman and CEO,
 The Coca-Cola Company

*A celebration of Irish Culture
 supporting Children's Charities of Atlanta*

Friday, March 16, 2007
 Business Attire
 Doors Open - 5:00 pm
 Silent Auction - 5:00 - 8:00 pm
 Cocktail Hour & Irish Entertainment - 6:30 pm
 Dinner & Live Auction - 8:00 pm
 Drawing for 2007 Pontiac Solstice

Price: \$200 per ticket Table of 10: \$2,250
 (Table price includes Spousal recognition & all in program)

Sponsorship opportunities available at \$5,000 and \$10,000.
 Please call 404/366-6999.



Friday - March 9, 2007

Father O'Reilly Memorial Ceremony (HBSA)
 12:00 noon - Shrine of the Immaculate Conception - Mass & Tour
 1:00 pm - Old City Hall - Wreath Laying

Saturday - March 10, 2007

6:00 pm - Hibernian Ball (HBSA) - Atlanta Marriott Century Center

Sunday - March 11, 2007

8:30 am ShamRock 'N Roll Road Race ... Junior League of Atlanta
 Atlantic Station ... www.shamrocknroll.org

Monday - March 12, 2007

Atlanta Thrashers vs. Washington - St. Patrick's Family Festival Night - Philips

Tuesday - March 13, 2007

Atlanta Hawks vs. Philadelphia - St. Patrick's Family Fest Night - Philips Arena

Thursday - March 15, 2007

Zoo Atlanta - Anheuser-Busch Clydesdales - Police Horses Fundraiser
 5:00 pm - OFFICIAL OPENING CEREMONY - Underground Atlanta
 5:00 pm - Family Festival at Underground Atlanta

Friday - March 16, 2007

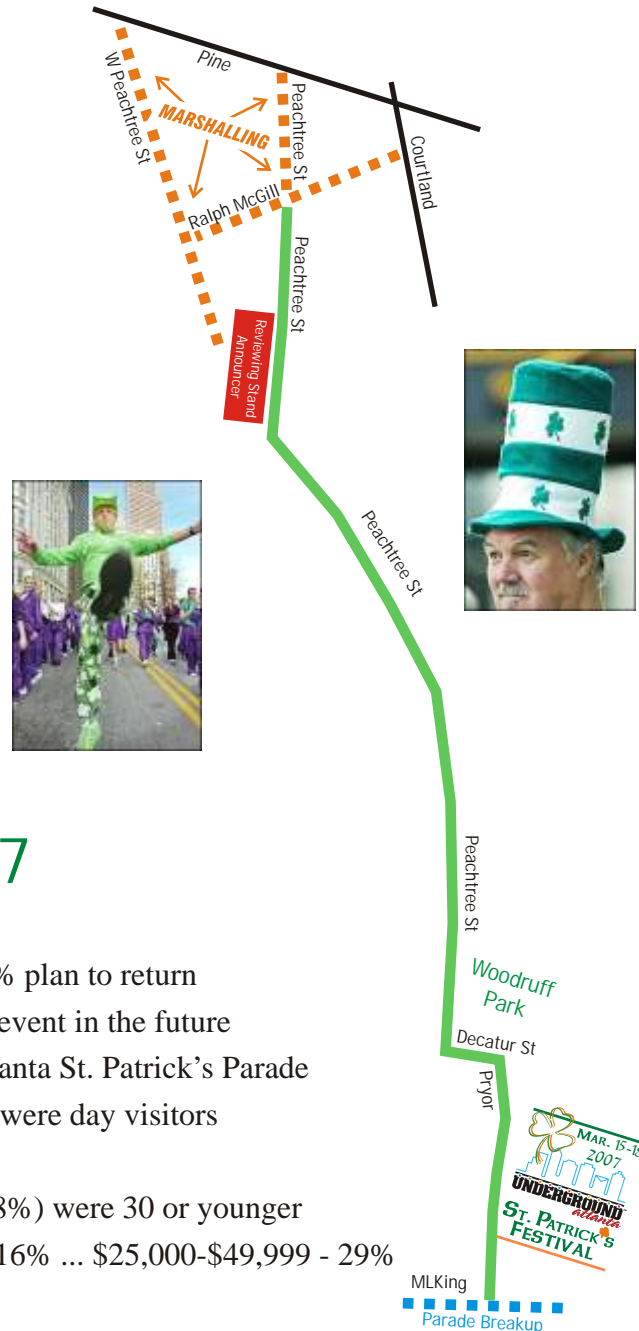
7:30 am - Irish Chamber of Commerce USA Breakfast - Georgia Aquarium
 10:00 am - St. Patrick's Day Mass - Cathedral of Christ the King
 12:00 noon - Family Festival at Underground Atlanta
 Zoo Atlanta - Anheuser-Busch Clydesdales
 6:30 pm - "An Emerald Evening" at Titanic-The Artifact Exhibit

Saturday March 17, 2007

9:00 am - Underground Atlanta Irish Breakfast/Parade Parking
 10:00 am - Underground Atlanta Opening Performance
12:00 noon - 126th Atlanta St. Patrick's Parade - Peachtree Street
 2:00 pm - Family Festival at Underground Atlanta
 Zoo Atlanta - Anheuser-Busch Clydesdales
 8:00 pm - Atlanta Young Singers of Callanwolde "On Water" at Dunwoody
 United Methodist Church (1548 Mount Vernon Rd, Dunwoody 30338)
 with Irish songs of the sea by Michael McGlynn and Mary McAuliffe.

Sunday March 18, 2007

Underground Atlanta Festival & Entertainment
 Zoo Atlanta - Anheuser-Busch Clydesdales & Irish Entertainment
 7:00 pm - The Magic of Ireland Tour at Rialto Center



Parade Demographics 2007

- Crowd attending Parade ... 365,000 individuals
- 50% had attended past Atlanta St. Patrick's Parades ... 87% plan to return
- 75% would recommend friends and family to come to the event in the future
- 50% would be more likely to buy from sponsors of the Atlanta St. Patrick's Parade
- 15% Reported Use of a Hotel or Motel for Lodging ... 9% were day visitors
- 94% were attending with others
- Average age: 32.5 ... Age range in sample was 12-78 ... (48%) were 30 or younger
- Household Income \$70,000+ - 24% ... \$50,000-\$69,999 - 16% ... \$25,000-\$49,999 - 29%
- 49% were College Grads ... 21% with some Post Grad.
- Married 54%

2007 Participants (As of February 1, 2007)

Grand Marshal E. Neville Isdell,
Chairman of the Board, chief Operating
Officer, The Coca-Cola Company
Honorary Marshal - Atlanta Mayor Shirley
Franklin
Special Guest - General Charles C.
Campbell
Emcee - "Moby In The Morning"
Troops from Operation Tribute to Freedom
Parade Units ... Alpha Order
501st Stormtrooper Legion - Star Wars
95.5 The Beat
97.1 The River- WSRV
A. Maceo Smith HS Marching Band (Dallas,
TX)
Alliance Drum and Bugle Corps
AM 750 WSB AM
Ambassador Force of Downtown Atlanta
American Royal Miss Pageant
Amerigroup Community Care
Ancient Order of Hibernians
- AOH Honorary Marshal
Tommy Williams
Anheuser Busch Clydesdales
Army Ground Forces Band
Atholl Highlanders Pipes & Drums USA
Atlanta Falcons Cheerleaders
(marching with ARMHC Float)
Atlanta Fire Department
- 2 Engines
Atlanta Jaguar Society
Atlanta Pipe Band
Atlanta Police Department
Atlanta Xplosion
Women's Professional Football
B98.5 FM
Baltimore Twilighters Marching Unit
(Baltimore, MD)
Baskin Clan
Belle Terrace-Brigham Dancers (Hephzibah,
GA)
Blu - G-Force Mascot
Blues Brothers

Chattahoochee Pipes & Drums
Chattahoochee Valley All-Star Band
(Columbus, GA)
Clan Buchanan Society International
Clan Na nGael
- Gaelic Athletic Association
- Clan Na nGael Honorary Marshal ???
Coca-Cola Company
- Float ...
Cregan-O'Brien School of Irish Dance
Dale County HS Marching Band
(Midland City, AL)
Doc Green's Salads & Grill
Drake School of Irish Dance
Dunwoody Pirates (Family Group)
East Cobb Middle School Flagline
East Point Police Department
- P.C. the Talking Remote Control Car
- E Point Drug Enforcement Unit ATV's
- City of East Point 2006 Crown Vic
Edmondson Village Steppers Marching
Band (Baltimore, MD)
EV Club of the South
Fado Irish Pub
- Float
Firefighters Emerald Society of
Metro Atlanta
- FESMA Honorary Marshal ???
- FESMA Float
- Antique Hose Reel
- Antique Fire Truck
Freddie Falcon
Fulton County Animal Services
Fulton County Fire Department
- 1969 Seagrave Tiller Truck
Garden City Marching Unit
(Augusta, GA)
General Motors
- Float
Georgia American Queen Pageant
- 5 Titleholders
Georgia Force Cheerleaders
Georgia State University's Bio-Bus
Georgia State University School of
Hospitality

Giles County HS "Band of Gold"
(Pulaski, TN)
Hampton Roads Showstoppe Band
(Norfolk, VA)
Happy Tails Pet Therapy
Hibernian Benevolent Society of Atlanta
- HBSA Honorary Marshal
- HBSA Float
Holy Spirit Preparatory School
- Holy Spirit Prep Float
- Sea Cadets
Honorable Atlanta Society of Hashers
International Preparatory Institute
Irish Wolfhound Club of America, Inc.
Jefferson Fire Department
(Jefferson, GA)
John Mohr Mackintosh Pipes and Drums
Junior League of Atlanta
- ShamRock 'N Roll Road Race
Kennesaw Police Department
Kidadah Project
King O'Sullivan School of Irish Dance
Klingon Assault Group
Lifeline Animal Project
Litter. It Costs You.
Brown Thrasher Mascot
Little General Cloggers
Lucky Charm Clown
Medieval Times Dinner & Tournament
Metropolitan Atlanta Police
Emerald Society
- MAPES Honorary Marshal ???
- MAPES Float
Millennium Maddness Fancy Drill Team &
Drum Squad (Memphis, TN)
Miss America Dream Scholarship Pageant
Morehouse College "House of Funk"
Marching Band
Mt Pleasant High School Band
(Mt Pleasant, PA)
Mulligan Irish Dance School
NaFianna Ladies Gaelic Football Club
New Edition Marching Band of
Baltimore, Md
News-Talk 920 WGKA

Notre Dame Club of Atlanta
O'Riordan Clan
Oldcastle
- OldCastle Float
Operation Tribute to Freedom
- Recently Returned Soldiers
- Military Vehicles
Oscar Mayer Wienermobile
Paso Fino Horse Association (Georgia)
Paulding Gymnastics Exhibition Team
Peachtree Clown Alley
Roswell Fire Department
- 1995 Sutphen 100' Aerial Platform
Royal Elite Drill Team (Austsell)
City of Sandy Springs
Mayor Eva Galambos
City of Sandy Springs Police Department
Seed and Feed Marching Abominable
Southern Catholic College
Southern NC Drum & Drill Team (Burgaw,
NC)
St. Baldrick's - Shaving the Way to Conquer
Kids' Cancer
Stomping Superstar Drill Team
(St. Petersburg, FL)
Strath Haven High School Panther
Marching Band (Wallingford, PA)
Theatre Gael
Twilight Twirlers of Marietta, GA
Underground Atlanta
Jessica Urick, Country Singer/Songwriter
U.S. Army Fort McPherson Color Guard
U.S. Marine Corps Toys for Tots & Santa
U.S. Navy Color Guard
U.S. Navy Flying Rifles
U.S. Navy Precision Marching Unit
W.C.P. DRUMLINE (Wadley, GA)
Whitefield Academy WolfPack Marching
Band
Wild Bill's Atlanta
Yaarab Shrine Units
Zoo Atlanta



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