



PRESS RELEASE on St. Patrick's Parade & Festival

From Sedona Main Street & NAU Parks and Recreation Programs

For Immediate Release - Feb. 26, 2015

### **PARADE AND FESTIVAL DETAILS**

Come celebrate the 45<sup>th</sup> Annual St. Patrick's Parade & Festival along Jordan Road on Saturday, March 14<sup>th</sup>. Both are free to attend and offer a wide variety of free activities from 10:30 am to 3 pm.

The Parade will begin at 10:30 am and make its way down Jordan Road starting at Jordan Historical Park to Mesquite Avenue. Bring your own chairs and set up along Jordan Road. Master of Ceremonies, John Conway is lending his talent for announcing the Parade entries from the judging stand on Jordan Road near the end of the parade route. A Parade & Festival Event Program will be distributed that morning along the parade route and will also be available at the Festival.

Our Grand Marshals this year will be in honor of the Wildland Fire Management Team who worked on the Slide Fire last year, with two of our very own representatives: Nicole Branton, USFS Red Rock District Ranger, and Sedona Police Chief Raymond Cota. The Camp Verde Calvary will be an equestrian Color Guard. Parade entries include dignitaries, color guards, bagpipers, bands, dancers, animals, plus a variety of vehicles and walking troupes. This year's Parade entrants will be reviewed by our volunteer judges; who will choose the winning entries based on their self-selected award categories. Volunteer judges for the 2015 Parade include: Steve Conrad- Executive Director for the Boys & Girls Club of Flagstaff, Glorice Pavey-Assistant Director of Community Events for Flagstaff Recreation Services, and Darcie Flanders - Special Events Coordinator for Coconino County Parks and Recreation. Winners will be announced and awarded at the Festival after the Parade.

The Festival begins immediately following the Parade until 3 p.m. on Apple Avenue between Cedar Street and Jordan Road and in the parking lots of 350 Jordan Road and Sedona Meditation Center. A Festival opening ceremonial song will be performed by Pipe Major Michael Donelson and Bagpiper Martha Shideler, both from Southwest Skye Pipes and Drums. Enjoy free activities with family and children's fun and games! Meet and greet event sponsors. Festival food features Cowboy Club/Barking Frog Grille with sweet treats by Sedona Fudge Company.

Free parking is available in the Sedona Public Parking Lot in Uptown on Schnebly Road, which will be accessible only from 89A and Apple Avenue. Additional parking is also available at Sedona Red Rock News parking lot on Van Deren Road on weekends and other designated public parking areas. Just follow the free public parking signs. Park once and enjoy the Parade & Festival as well as shopping, dining and entertainment all day and night throughout the Sedona Main Street District.

The Parade & Festival are made possible by the generous financial support of many businesses and organizations. This year's sponsors include: Presenting Sponsors - Aspey, Watkins & Diesel and Cowboy Club/Barking Frog Grille; Over the Rainbow Sponsors – Sedona Fudge Company & Sedona

Pines Resort; Pot O' Gold Sponsors – Crystal Gratitude and PATRIOT Disposal, Inc.; Celtic Club Sponsors – Sterling Financial Services, LLC & Zainey's Frozen Yogurt; Irish Green Club Sponsors – Arroyo Roble Resort, Best Western Plus Arroyo Roble Resort, Greenscape of Arizona and Matterhorn Inn. Please join us in giving thanks to them and to the many additional businesses and organizations including Waste Management, Larson Newspapers and the City of Sedona, who contribute or discount services to keep this traditional event alive. Thanks to our gracious volunteers who help make it all possible!

Come enjoy this celebration of our cultural heritage. This free community event is presented by Sedona Main Street Program, NAU Parks & Recreation Management Program and the Sedona Green Team.