

Sober St. Patrick's Day Returns, Bigger and Better

After two successful years, Sober St. Patrick's Day® has established itself as the premier family friendly option for celebrating St. Patrick's Day, the greenest day on the world calendar. Featuring world-class Irish entertainment, refreshments and the chance to mingle in a fun and alcohol-free atmosphere, Sober St. Patrick's Day® has expanded to four American cities – New York City, Cleveland, OH, Richmond, VA and Casper, WY – and one foreign country, Belfast, Northern

Ireland.

Over the years, St. Patrick's Day has become associated with binge drinking and public intoxication, which reinforces the stereotype of the "Drunk-en Irish." This negative image alienates large segments of the community: families with young children, teens, senior citizens, members of the recovery community and many others who have stopped celebrating the day due to concerns about out-of-control behavior.



Ireland Consul General Noel Kilkenny (left) and Sober St. Patrick's Day founder William Spencer Reilly.

COONEY'S IRISH CABARET

ANDY COONEY
IRISH AMERICA'S FAVORITE SON

NOEL V. GINNY
IRELAND'S FUNNIEST COMEDIAN

DARRAH CARR
DANCE

BUGS MORAN
MUSICAL DIRECTOR

THE GUINNESS IRISH BAND

NON-STOP WORLD-CLASS IRISH ENTERTAINERS!

SPONSORED BY **CIE TOURS International**

Tuesday, February 25 • 7:00pm

Maggie's on Park, Massapequa Park, NY - 516-798-1555

Wednesday, February 26 • 7:00pm

St. Timothy's Church, Warwick, RI - 401-739-9552

Thursday, February 27 • 7:00pm

Café Escadrille, Burlington, MA - 781-273-1916

Friday, February 28 • 7:30pm

St. Francis Parish, Hamburg, NY - 716-822-8017

Saturday, March 1 • 7:30pm

Merrimack College, Rogers Center N. Andover, MA - 978-837-5448

Sunday, March 2 • 7:00pm

Bayshore High School, Bayshore, NY - 631-665-1371

Monday, March 3 • 12:00pm

The Grandview, Poughkeepsie, NY - 845-471-7155

Tuesday, March 4 • 1:00pm

Chez Josef, Agawam, MA - 413-732-8687

Thursday, March 6 • 1:00pm

Ruth Eckert Hall, Clearwater, FL - 727-791-7400

Friday, March 7 • 6pm and 8:30pm

Savannah Center, Villages, FL - 352-753-3229

Saturday, March 8 • 2:00pm

Curtis Peterson Auditorium, Lecanto, FL - 352-860-1292

Sunday, March 9 • 3:00pm

Flager Auditorium, Palm Coast, FL - 386-437-7547

Monday, March 10 • 3:00pm and 7:00pm

Magnolia Hall, Bluffton, SC - 843-705-4024

Tuesday, March 11 • 3:00pm and 8:00pm

Newberry Opera House, Newberry, SC - 803-276-9993

Wednesday, March 12 • 7:00pm

Church of Our Savior, Cocoa Beach, FL - 321-783-7866

Thursday, March 13 • 7:00pm*

Central Arizona College Pence Center, Coolidge, AZ - 520-477-7469

Friday, March 14 • 7:30pm*

United Irish Cultural Center, San Francisco, CA - 415-860-1854

Sunday, March 16 • 2:00pm*

Historic Yuma Theatre, Yuma, AZ - 928-373-5202

Monday, March 17 • 7:00pm*

The Irish Cultural Center, Phoenix AZ - 602-258-0109

Tuesday, March 18 • 7:00pm*

Mount View Rec Center, Sun City, AZ - 623-933-3698

*Darragh Carr Dancers not appearing on these dates.

For More Information on Concerts, Trips, Recordings & More! Visit...

www.andycooney.com

AT A GLANCE

THIRD ANNUAL SOBER ST. PATRICK'S DAY®
Monday, March 17, 2014

from 4 to 7:30 p.m. (Parade day in Manhattan)
NEW VENUE:

Cathedral High School
(350 East 56th Street, NYC)

NYC Party General Admission: \$20
Seniors (62+) / Students (U 21): \$15
Children (U 10): \$10

Snacks & soft drinks will be served

For information and tickets visit

www.soberstpatricksdays.com

PRESS INQUIRIES:

Eileen Murphy, Media Director

eileen@soberstpatricksdays.com

(917) 727-2208

Sponsors for Sober St. Patrick's Day® (still in formation) include: William C. Dowling Jr. Foundation, PepsiCo, The O'Sullivan Children Foundation, Seabrook House, Caron Treatment Centers, The American Ireland Fund, Hazelden, Betty Ford Center, PRMA, National Association for Children of Alcoholics (NACoA), Father Martin's Ashley, New York Irish Center, and individual donors Ruth Riddick and Sis Wenger.

Sober St. Patrick's Day® was created as a fresh alternative for those who want to celebrate the holiday in an alcohol-free atmosphere. The event, which is in its third, record-breaking year, was launched by award-winning TV producer William Spencer Reilly, and features an entertainment lineup that includes world-class Irish musicians, dancers and comedians.

"Our mission is to reclaim the true spirit of the day, and to change the perception of what St. Patrick's Day can be," said Reilly. "We're doing this by providing an event that focuses on the richness of Irish culture, in a rip-roaring party. For anyone not in recovery, we're not against anyone enjoying a couple of drinks on St. Patrick's Day; we're just against the practice of some people using the holiday as an excuse to get drunk."

Entertainment

This year's diverse lineup features great new entertainment, including internationally-acclaimed musicians and dancers. New to the party this year, direct from Ireland, are the UCD Choral Scholars (Dublin) and the Tulla Pipe Band (Co. Clare). There will be a chance to sing along to all the old favorites – and perhaps learn some new Irish songs – with Cathy Maguire (Dundalk).

There will be lots more dancing this year to the new Sober St. Patrick's Day® All-star Céilí Band: John Whelan (eight-

time All Ireland Champion Button Accordion player); Brian Conway (five-time All Ireland Champion fiddle player), Brendan Dolan, Brendan Fahey and Ivan Goff.

The new Children's Program, which will be held downstairs, will feature Marianne McShane (seanachie (storyteller), Haley Richardson (11 year-old All-Ireland Fiddle Champion), The Fee Sisters (musicians & dancers) and Donie Carroll (singer).

Guests will be treated to a performance by the phenomenal step dancers from the Donny Golden School of Irish Dance. Perennial favorite Malachy McCourt (author, actor and raconteur) will share his unique perspective on all things Irish, and as always, there will be visits from surprise celebrity guests, political leaders and prominent community figures.

Mr. Reilly states, "We've also been invited to march in the St. Pat's For All Parade in Queens. I think it's fair to say that Sober St. Patrick's Day® is here to stay. Besides expanding to five cities, what I'm most excited about is the new Children's Program downstairs, which we've added this year to our great lineup in New York. Changing the perception of what St. Patrick's Day celebrations can mean for young people is central to our mission."

Sober St. Patrick's Day® will launch its second international satellite event this year. The Belfast City Council in Northern Ireland will again be incorporating Sober St. Patrick's Day® into their St. Patrick's Day Festival this year.

Sponsors

"Seabrook House would not miss the opportunity to sponsor New York's "Sober St. Patrick's Day, said Ed Diehl, President, Seabrook House.

"Our treatment organization is a proud founding sponsor of this event, believing it the responsibility of those with long term recovery to provide the proof that holidays can be more fun sober than they ever were drunk. Our alumni in the region mark their calendars early for this wonderful celebration."

In addition to Seabrook House, the "big three" in the American recovery movement – the Caron Treatment Centers, Hazelden, and the Betty Ford Center are sponsoring Sober St. Patrick's Day® for the third year in a row, as is Father Martin's Ashley and the National Association for Children of Alcoholics which is also serving as Sober St. Patrick's Day®'s fiscal agent.