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PRESS RELEASE

SOBER ST. PATRICK'S DAY® CELEBRATES ITS 10TH ANNIVERSARY IN 2021; NAMES EXECUTIVE DIRECTOR TO STRENGTHEN & GROW MOVEMENT

*Honoring a Decade of Changing the Perception and Experience of
St. Patrick's Day with Family Friendly Events and Grand Irish Hospitality*

New York City, New York – July 29, 2020 – In anticipation of and preparation for its milestone 10th anniversary on March 17, 2021, Sober St. Patrick's Day® Foundation, Inc. (SSPDF) Board of Directors announced today the selection of **Tami Ellen McLaughlin** as its new Executive Director. "We believe family fun on the Irish national day is a vital option for dismantling harmful Irish stereotypes, raising the awareness of binge drinking, particularly among young people, and reclaiming what St. Patrick's Day is about," explained Founder and Board Chairman **William Spencer Reilly**.

"I am excited work with Tami Ellen McLaughlin to lead Sober St. Patrick's Day® into the future," said Mr. Reilly. "She brings extensive corporate and nonprofit experience to our Foundation and an impressive network in the New York and Irish-American communities. The Board is confident that with her stewardship our signature annual St. Patrick's Day program will continue to grow in New York and expand to other cities in America, and abroad," he added.

Ms. McLaughlin is thrilled to join SSPDF as it has been her goal to pivot to the nonprofit sector after a career in financial services communications. "After having thoroughly enjoyed being a part of the last three NYC alcohol-free celebrations of Ireland's patron saint — first as a guest and then as an event volunteer — I am honored to work with the Board to commemorate the 10-year milestone, build on the movement's ongoing success by expanding into new cities and schools, growing awareness, and amplifying the mission," said Ms. McLaughlin.

Ms. McLaughlin is a member of the Irish Business Organization of New York Executive Board. She also chairs the Women's Networking Committee and has driven committee programming, project management, event structure, and social media strategy. Ms. McLaughlin has extensive experience in financial services marketing and a passion for nonprofit media and organizational support and has served as a volunteer and consultant for special events at Irish Arts Center, St. Patrick's Day Parade, and Sober St. Patrick's Day®.

Signature Event: “ The Best Entertainment in NYC on St. Patrick's Day”

Sober St. Patrick's Day® has garnered much attention since its inaugural party in New York in 2012. Although the 2020 event was cancelled like all other parades and events due to COVID 19, many of the world-class musicians, singers, and dancers who signed on back in 2012 were headlining once again, including:

John Whelan - 7 Time All-Ireland Champion Button Accordion Player

Brian Conway - 5 Time All-Ireland Champion Fiddle Player

Donie Carroll - beloved Irish vocalist and "Cork's 2015 Man of the Year”

Brendan Dolan - master keyboard player

Dylan Foley - 4 Time All-Ireland Champion Fiddle Player

Flynn Cohen - singer, guitarist, and mandolin

Liz Simmons - singer and guitarist

Donny Golden School of Irish Dance regarded by many as among the best step dancers in the Northeast.

About Sober St. Patrick's Day® Movement

Sober St. Patrick's Day® was created by award-winning theater and television producer, William Spencer Reilly, who almost lost a member of his family to addiction in 2004. He first proposed the idea to leaders in the recovery and Irish American communities, a pitch that led, a year later, to the 2012 inaugural party. Now an annual event, Sober St. Patrick's Day® is held on parade day in New York City. It continues to grow throughout the world. SSPDF Board members **Sis Gallagher Wenger**, **Patricia O’Gorman**, and **John Coppola** are all recipients of the **SSPDF Emerald Spirt Award**. This award is presented annually to honor extraordinary dedication and devotion to improving the lives of family members of alcoholics and addicts.

SSPDF encourages collaboration with organizations and individuals interested in hosting similar events in the United States and internationally. In addition to the signature New York City event, SSPDF is proud to partner with organizations hosting Sober St. Patrick's Day® Parties in **Belfast, United Kingdom; Dublin, Ireland; Richmond, VA; Centerport,**

Long Island; West Warwick, Rhode Island, and Mystic, Connecticut. Please watch the SSPDF “Reclaim the Day” video to see and hear more: <https://youtu.be/OBshXz4A3YY>

Join the SSPDF Community

The Sober St. Patrick’s Day® team invites you to join the community and learn more about ways to participate and support us in reaching our goal of providing non-alcoholic celebrations of St. Patrick's Day around the world. Please contact Tami Ellen McLaughlin at (646) 942-0234 for more information on:

- Becoming a host and bringing Sober St. Patrick’s Day® to your town, city, or college
- Donating to Sober St. Patrick’s Day® Foundation, Inc. to help carry on the mission of supporting Irish culture
- Sponsoring the 10th Anniversary NYC event and support the Irish culture of music, dance, and the arts in NYC

Visit www.soberstpatricksday.org for more information.

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