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FOR IMMEDIATE RELEASE

**IMMEDIATE CONTACTS: Laurel McFarlane - McFarlane Promotions - (619) 233-5008
Natalie Gomez - McFarlane Promotions - (619) 233-5008**

Go Green or Go Home!



**Miller Lite shamROCK 2010
Presented by Jameson Irish Whiskey and The
Field**

**Wednesday, March 17th, 2010
4:00 PM - Midnight**

To benefit the Gaslamp Quarter Historical Foundation

Gaslamp Quarter, San Diego, CA – It's time to get down and get lucky at **shamROCK 2010!** That's right, on Wednesday, March 17th, St. Patrick's Day, from 4:00 PM to Midnight; the Gaslamp will make its magical transformation into the greenest party this side of Dublin with the return of the Young Dubliners taking the stage! **shamROCK 2010** will certainly have enough traditional Irish music and food to get your step dancing on, but we're also rolling out over 60,000 square feet of green Astroturf, building three stages of live entertainment, hiring the coolest DJ's, biggest bands and the hottest go-go dancers you've ever laid your emerald eyes on! And don't think we forgot the most important part of your St. Patrick's Day party; **shamROCK** has enough

green beer, Jameson Irish Whiskey, and traditional Irish fayre from The Field to shake a four leaf clover at!

This year, **shamROCK 2010** will take place in the Gaslamp on “F” street between 5th and 7th Avenues, 6th Avenue between E and G Streets and G Street between 5th and 6th Avenues in the Gaslamp Quarter. The main entrance is located at 6th and G Street and with sell out crowds topping over 20,000 attendees for over a decade; you better get your tickets quick!

shamROCK 2010 is rocking the Gaslamp with three stages of live music and killer DJ's! Kick off all the green action on the **Main Stage** with Irish Folk Rock from the **ShamROCKers** from 4:00 to 5:00 PM, then join in and dance a jig with traditional **Irish Step Dancers** from 5:00 to 5:30 PM and again from 6:30 to 7:00 PM. Don't get too winded though because **The Fooks** are up from 5:30 to 6:30 PM with rock-n-rowdy versions of your favorite Irish pub songs! No matter where you are partying during **shamROCK**, be sure to get back to the Main Stage from 7:00 to 8:30 PM for the world famous and awesomely irreverent **YOUNG DUBLINERS!** We'll give you time to wind down from the Irish rock frenzy from 9:00 to 10:00 PM with **No Duh**, a No Doubt cover band. But bringing it all home is San Diego's favorite Irish Punk Rock band, **the Down's Family** from 10:30 to 11:30 PM. And spinning records all night between sets will be **DJ BDP!**

Getting down with some killer DJ's more your thing? **shamROCK** gives you two amazing stages to choose from **The Field** or the **DJ Stage**. **The Field** stage will play host to **DJ Brent Bartel** from 4:00 to 8:00 PM and from 8:00 to Midnight, **DJ G*ROY** who has residencies at Tabu at the MGM Grand in Las Vegas as well as the Fleetwood and Eden at the Ivy Hotel in San Diego! Or you can head on over to the **DJ Stage** for some of the best spinning in Socal! From 4:00 to 6:30 PM, **DJ BDP** will be spinning his own versions of old school hip-hop, mash ups and dirty electro. From 6:30 to 8:30 PM **DJ Who** will get you moving with electronic, rock and hip-hop beats. Next up, San Diego's very own **DJ Marc Thrasher** will spin his innovative blend of commercial, R&B, rock, hip-hop, trance, top 40, disco-funk and new wave. Bringing down the house will be **DJ Brent Bartel** from 10:30 to Midnight with his hip-hop, house, and mash-ups.

As always, **shamROCK** will be again offering our designated driver program, with **FREE** rides home anywhere in San Diego County to anyone with a **shamROCK** wristband.

Tickets to the greenest party in town are only \$20 in advance and \$25 on the day of the event and with that, you not only get all the food, drink and entertainment that **shamROCK** has to offer, but also in and out privileges, specials and no cover charges at over twenty of the Gaslamp's hottest nightclubs and restaurants. Remember you must get your tickets early because this event will sell out. You can get your tickets in advance by going to The Field located at 544 5th Avenue between Market and Island Avenue, visit www.sandiegoshamrock.com or call 619.233.5008. Attendees must be at least 21 years old and have proper ID to enter. **shamROCK** benefits the Gaslamp Quarter Historical Foundation. So grab your favorite leprechauns and get down to **shamROCK 2010** to celebrate like only the Irish can!

McFarlane Promotions

656 Fifth Avenue, Ste. B San Diego, CA 92101 619-233-5008 Fax 619-233-0898

e-mail - natalie@mcfarlanepromotions.com

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