

**FOR IMMEDIATE RELEASE**

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**PRESS RELEASE**

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**Unfolding the Four-Leafed Clover: The Legend of the San Diego shamROCK Block Party!**

**Celebrating 25 Years of Irish Revelry**

**Presented by The Field Irish Pub**

**Saturday, March 16<sup>th</sup>, 2019 from 2 PM to Midnight**

***\*\*\*21+ Only Event\*\****

**Gaslamp Quarter, San Diego, CA** – What started as a 24-year old intern's passion project has since grown to be one of the largest St. Patrick's Day block parties in San Diego. Returning on **Saturday, March 16<sup>th</sup>, 2019, San Diego shamROCK** has now been painting the Gaslamp Quarter green for **25 years** with over 80,000 square feet of astroturf, 15,000 attendees from across the U.S., and live entertainment across 3 stages that will keep your clovers shaking from dusk until dawn! Each year shamROCK takes St. Patrick's Day in San Diego to a whole new level, transforming this legendary holiday into an outrageous block party experience for every leprechaun to enjoy. However—through all of the green Bud Light beer, Tullamore Dew whiskey libations, Irish jigging, and festival shenanigans, what many don't realize is that they have been partying with a purpose for the past 25 years. Since day one, 100% of San Diego shamROCK's profits have benefitted the Gaslamp Quarter Historical Foundation, which is dedicated to preserving the architecture, culture and history of the Gaslamp Quarter. Through museum exhibits, walking tours, and educational programs for all ages, the Gaslamp Quarter Historical Foundation has continued sharing the historical charm of downtown San Diego since 1850 and has been able to do so thanks to San Diego shamROCK.

CEO of McFarlane Promotions and founder of San Diego shamROCK, Laurel McFarlane began her journey into the world of events and supporting non-profits at the age of 24 as an intern for the Gaslamp Quarter Association. At that time, the Gaslamp Quarter Historical Foundation Board of Directors had asked her to come up with an event that could help save the organization and keep their doors open. With a combination of overwhelming excitement, sincere passion to help, and an urge to prove her creative cause, Laurel pitched her idea of a St. Patrick's Day block party to the GQHF board. With a

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majority vote "yes" to spend the rest of their remaining dollars and endless donation inquiries later – the first San Diego shamROCK was born. After just a month to figure out how to run an event, Laurel and the board members rolled out the iconic green astroturf, set up a stage with a few Irish and non-Irish bands and hoped for the best. Much to their surprise, a green-dressed sea of San Diegans showed up to shamROCK in herds with the crowd only continuing to grow into the night. From that one day alone, the Gaslamp Quarter Historical Foundation had earned enough operating capital to keep their doors open for another year and San Diego shamROCK has continued to help keep it that way ever since.

To this day, Laurel still remembers cleaning up the aftermath shamROCK had left in the Gaslamp Quarter's streets at 3 am and one girl running by asking if she had put on the event. Laurel nodded as the girl shouted "BEST DAY OF MY LIFE!", and the rest has been history in the making. From this one small event came endless joy, celebration and memories to last a lifetime from people all over the world that came together for a St. Patrick's Day in San Diego. San Diego shamROCK has since doubled in size and has seen countless entertainers take the stage, such as the Young Dubliners, Flogging Molly's, Everlast, Too \$hort and more. Everybody is Irish on St. Patrick's Day so raise a glass (or pint) of green beer as you enjoy traditional Irish festivities, music and culture. In 2019, San Diego shamROCK and its producers of the Gaslamp Quarter Historical Foundation welcomes every clover to celebrate its' 25<sup>th</sup> year with reckless abandonment, meet new friends and support a great cause while doing so.

A full day of Celtic-inspired festivities and new memories await on **Saturday, March 16<sup>th</sup>** from **2 PM to Midnight!** Grab your friends, don your green attire, and head to the Gaslamp Quarter to experience firsthand what has made San Diego shamROCK a legendary St. Patrick's Day tradition. Tickets to this event start at just **\$30** for **General Admission** and **\$70** for **Lucky Leprechaun VIP**. Add on to your ticket and join the **Clover Crew** with a range of custom packages including 2 complimentary 16oz beers, St. Patrick's Day hat, commemorative stein and credential, fast pass entry and more for **\$7 to \$30**. For additional information on the shamROCK shenanigans planned for 2019 or to purchase tickets, please visit [sandiegoshamrock.com](http://sandiegoshamrock.com).

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