

FOR IMMEDIATE RELEASE

What: St. Party's Day, Toronto's largest, all-day, authentic St. Patrick's Day celebration.

When: Thursday March 17th, 2011. From 12:00 p.m. onwards.

Where: St. Lawrence Market (north building). 92 Front Street East. Toronto.

Dress Code: Green.

Tickets: \$10 - \$30.

For more info visit: www.StPartysDay.com or call 647.272.2779.



St. Party's Day Planners Campaign to Make St. Patrick's Day a Statutory Holiday

TORONTO (February 22, 2011) – On March 17th, 2011, **St. Party's Day** will take over Toronto with an all-day, authentic St. Patrick's Day celebration – part of **Hennessey Events'** and **The SET's** initiative to make **St. Party's Day** a statutory holiday in Canada. The inaugural event will take place in the **St. Lawrence Market's** north building and will mark one of the last events to spotlight the historic venue before its demolition this year.

The thousands of green-clad **St. Party's Day** attendees will nosh on delicious grub including poutine from **Smoke's Poutinerie** and wash it down with green beer. Party-goers will also jig to live music by Canadian artists including **Canadian Idol** contestant **Mookie Morris** and celtic musician **Ryan Higgins**.

St. Party's Day organizers are encouraging St. Patrick's Day enthusiasts across Canada to join them in lobbying the Federal government to make **St. Party's Day** a statutory holiday every March 17th.

"St. Patrick's Day is a rare occasion that sees people from different backgrounds come together for a day-long celebration of friendship, live music and unpretentious fun. Re-naming it **St. Party's Day** puts the emphasis on the true spirit of the day – to take off that tie, put on something green and let loose in great company," said **Bill Hennessey**, owner of **Hennessey Events** and organizer of the **St. Party's Day** campaign.

The petition to make **St. Party's Day** a statutory holiday can be signed at: <http://www.ipetitions.com/petition/stpartysday/>

Hennessey Events is a Toronto-based event marketing company that takes a formal business approach to succeeding in an often-unprofessional industry. The company produces unforgettable weekly and special events year-round, catering to those who work hard and play harder. **Hennessey Events** produces more than 125 events across Canada each year and is known for hosting parties in non-traditional event spaces.

For more information visit: www.StPartysDay.com

To win a pair of tickets, just follow **St. Party's Day** on Twitter: @stpartysday

Available for Interviews: Bill Hennessey, owner of **Hennessey Events** and organizer of the St. Party's Day campaign.

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