



AMERICA GOES GREEN

Celebrating St. Patrick's Day Live From Chicago

The Day Everybody Is A Little Irish.
Finally Celebrated On America's Biggest Stage.

Join us as we spotlight local traditions from coast to coast,
explore Ireland's rich cultural impact, and turn Chicago green
as America unites to celebrate.

UNITE

ENTERTAIN

INFORM

CELEBRATE

AMERICA GOES GREEN LIVE

Annual programming culminating in a special featuring pre-taped and live performances, diving into St. Patrick's Day traditions from coast-to-coast, exploration of Ireland's deep influences and impact on America's history and culture as well as the biggest celebration of all things green.

THE CELEBRATION

AMERICA WAKES UP GREEN

From morning television through the final performance, the celebration builds throughout the day.

THE DAY BEGINS ON GMA - WEEKEND

Anchor-desk fun, cultural discoveries, breakfast traditions and artist teasers invite America into the celebration as the country wakes up.

CHICAGO COMES ALIVE

River dyeing, parade energy, crowds and signature performances make Chicago the heart of America's St. Patrick's Day celebration.

THE RIVERFRONT BECOMES THE STAGE

Live performances along the river and aboard floating concert barges turn Chicago's iconic waterfront into a spectacular live stage.

AMERICA EXPERIENCES IT TOGETHER

Artists, hosts and crowds react in real time, capturing the joy and shared emotion that turns a Chicago tradition into a national moment.

ACCESS YOU CAN'T GET FROM THE SIDELINES

Celebrity ride-alongs aboard Local 130 river-dyeing boats, floating stages and behind-the-scenes access put viewers inside the celebration.

THE NATIONAL & GLOBAL JOURNEY

• AMERICA CELEBRATES COAST TO COAST

Spotlight beloved local traditions from Savannah, Hot Springs, Butte and beyond, revealing how communities across the country make the day uniquely their own.

• THE DISNEY MAGIC JOINS THE CELEBRATION

Live festival moments from EPCOT and Disney Springs extend the celebration into the Disney ecosystem, creating natural opportunities for music, food, family and cultural storytelling.

• IRELAND BECOMES PART OF THE STAGE

Cinematic, pre-taped destination performances bring viewers directly to Ireland, with aspirational artist moments from U2 and Niall Horan connecting the celebration to the place where the story began.

THE CULTURAL IMPACT

• DISCOVER THE STORY BEHIND THE CELEBRATION

Educational segments woven seamlessly into the entertainment reveal Ireland's extraordinary influence on American labor, history, music and culture—giving audiences those irresistible “I never knew that” moments.

• TASTE THE TRADITIONS

Entertaining food journeys uncover the surprising American story of corned beef, the evolution of Irish pub culture, and the dishes and traditions that have connected generations.

• BIG, JOYFUL, PARTICIPATORY SPECTACLE

The Chicago Riverwalk, a Riverdance world-record attempt, and the Potato Showdown create highly visual, crowd-driven moments built for live television, social conversation and pure fun.

EVERYBODY IS A LITTLE IRISH ON ST. PATRICK'S DAY

One of America's most joyful and participatory celebrations is already happening across cities, traditions, local broadcasts and social feeds. The opportunity is to bring that shared feeling together on one national stage.

BELOVED, BUT SCATTERED

AMERICA ALREADY CELEBRATES

THE AUDIENCE IS ALREADY CELEBRATING

Green shirts. Parades. Family traditions. Pub culture. Food. Music. River dyeing.

Millions already celebrate St. Patrick's Day from major cities to small towns—but there is no single national entertainment destination connecting it all.

America Goes Green brings the moments people already love together into one joyful national experience, while preserving the authenticity of the traditions that make the day special.

THE GREAT EQUALIZER

FOR ONE DAY, EVERYBODY BELONGS

EVERYBODY IS INVITED

You don't have to be Irish to feel part of St. Patrick's Day. Few celebrations offer such an open invitation to share heritage, humor, music, food and togetherness.

WHY IT MATTERS

A RARE SHARED CULTURAL MOMENT — At a time when shared experiences are increasingly rare, Americans already choose to celebrate this day together.

DISCOVERY THROUGH ENTERTAINMENT — Heritage, labor, innovation and history are woven into the fun, creating memorable “I never knew that” moments.

A CELEBRATION WITH SOMETHING TO SAY — Spectacle draws audiences in. Story gives the celebration heart, meaning and lasting value.

Come for the celebration. Stay for the discovery. Leave feeling more connected.

ELEVATING THE DAY

160 MILLION WAITING VIEWERS

FROM VIRAL MOMENT TO NATIONAL TRADITION

THE MOMENT IS ALREADY MASSIVE

Millions are discovering the celebration through social clips, local coverage and individual feeds. The audience is already looking for the moment—generating 20M+ viral drone-video views over the weekend and an estimated 500K–1M+ viewers seeking fragmented local-news livestreams of the river dyeing.

What's missing is one place to experience it together.

THE SHIFT

From fragmented feeds to shared storytelling: human stories, food, comedy, cultural discovery and music across generations.

America Goes Green brings that momentum onto one national stage, transforming a viral spectacle into a warm, joyful annual tradition built for co-viewing.

The internet proved the moment. ABC can turn it into the tradition.

ONE BELOVED DAY. ONE NATIONAL STAGE.

THE GREAT GATHERING GROUND

For over a century, Chicago was where the rails met, where the cattle arrived, where the music migrated north, and where families from every corner of the world landed to find their footing. It doesn't just represent one region; it represents the crossroads of American transit, labor, and belonging.

BEYOND NYC FATIGUE

A fresh Midwestern alternative to overused Manhattan holiday backdrops, central and immediately distinct. Nobody celebrates like Chicago. When the winter finally thaws, the city erupts in color. Turning a 150 foot wide river neon ,emerald isn't just an engineering trick; it's an act of collective civic whimsy. It's a city that doesn't take itself too seriously to have fun, laugh loud, and share a massive, community wide smile with the world

THE HEART OF THE HOLIDAY

While any city can roll out marching bands, only Chicago physically transforms on camera as it's river blooms into vibrant emerald green. Over half a million spectators pack the bridges and riverwalk shoulder-to-shoulder. It is an real time spectacle that cannot be replicated. The instant that water turns green, America knows the holiday has arrived.

THE SKYSCRAPER CANYON ARENA

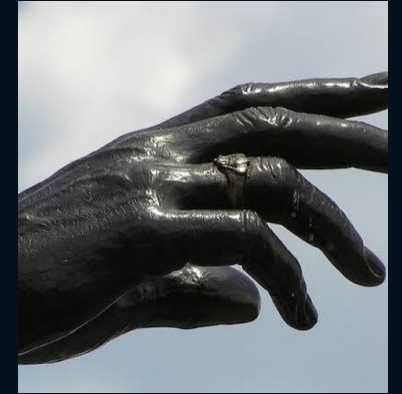
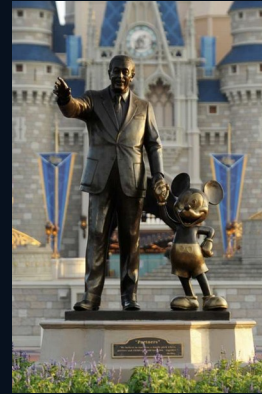
Historic iron bridges, limestone towers, and tiered riverbanks stack more than half a million fans directly above the water, forming an organic broadcast colosseum right through the heart of the city.



HEARTLAND VALOR ABOVE THE EMERALD CANYON

WALT WAS THE AMERICAN DREAM

His Irish roots became part of an American story about immigration, imagination and belonging. Disney can turn that same emotional truth into America's next great shared holiday tradition.



THE IMMIGRANT JOURNEY

HIS STORY MIRRORS AMERICA'S

In 1834, Walt Disney's great-grandfather Arundel Elias Disney left County Kilkenny for North America, carrying with him the hope of something more. Generations later, his great-grandson would become one of the world's most recognizable expressions of the American dream—building stories, characters and places that generations of families would come to share.

Proudly American, while honoring the roots that came before him, Walt reflected the experience of millions of American families.

It isn't simply a celebration of Ireland. It is a celebration of what happens when heritage travels to America, takes root, evolves and becomes part of the American story.

And in Walt Disney, that journey came beautifully full circle.

THE SYMBOL IN PLAIN SIGHT

HE CARRIED IRELAND WITH HIM

At the heart of Disneyland, Walt stands hand-in-hand with Mickey in the Partners Statue—an image representing imagination, optimism and the dream he shared with the world.

But look closer.

On Walt's right hand is the Claddagh ring he and Lillian brought home from Ireland—a symbol of love, loyalty and friendship that Walt continued to wear. It is a small, deeply personal detail preserved in one of Disney's most iconic images.

Generations after his Irish ancestors came to America, Walt carried that heritage with him as he built something that would belong to the world. And today, that piece of Ireland still stands with him at the center of Disneyland.

America Goes Green doesn't ask Disney to borrow someone else's story. It gives Disney an opportunity to celebrate a story that has quietly been part of its own all along.

ST. PATRICK'S DAY BELONGS TO DISNEY

DISNEY ALREADY KNOWS HOW TO TURN A HOLIDAY INTO A FAMILY RITUAL.

Disney's Christmas Day celebration has spent more than four decades turning music, beloved talent, uplifting stories and families watching together into an annual holiday tradition.

St. Patrick's Day already has the audience, rituals, music and emotion. What it lacks is a national entertainment home.

America Goes Green brings together what Disney does extraordinarily well: celebration, storytelling, discovery and multi-generational joy.

NOT BRAND SYNERGY - BRAND DESTINY

LITTLE COUNTRY, BIG IMPACT

A quick look at how Irish people, traditions and ideas became woven into the American story.

ACROSS AMERICA

- Irish-American communities took root in major cities including Boston, New York, Philadelphia and Chicago.
- Today, Irish heritage is part of communities far beyond the traditional East Coast strongholds.

BUILT INTO THE NATION

- Irish immigrants became deeply connected to construction, canals, railroads, mining and manufacturing.
- Irish and Irish-American leaders also became prominent voices in organized labor and worker dignity.

CULTURE WE ALREADY KNOW

- Irish storytelling traditions influenced American literature, theater, film and popular entertainment.
- Fiddle tunes and narrative ballads became part of the musical mix that shaped Appalachian folk, bluegrass and country.

FROM IMMIGRANT STORY TO AMERICAN STORY

- Generations moved from arrival ports and working-class neighborhoods into civic, cultural and national leadership.
- Irish-American families became part of the country's political, business and cultural fabric.
- The result: an influence far larger than Ireland's size—woven deeply into the American story.

Deeper stories, cultural connections and surprising moments of Irish American history are explored in the pages ahead.

ONE MOMENT. A CAMPAIGN BUILT AROUND IT.

The live special is the centerpiece of a larger promotional lifecycle designed to build anticipation, concentrate audience attention and extend cultural relevance beyond the broadcast.

STORY-DRIVEN PARTNERSHIPS

Partners don't simply sponsor the celebration. They help tell the story.

BUILD THE STORY BEFORE THE DAY

Brand, artist and civic partners activate coordinated campaigns that reveal traditions, talent and cultural moments, creating conversation and anticipation leading into the broadcast.

CREATE CONTENT WITH A PURPOSE

Pre-taped performances, national traditions, destination moments and partner-led stories give audiences multiple reasons to discover and engage with America Goes Green before the live celebration.

INTEGRATE, DON'T INTERRUPT

Partnerships live naturally inside the experience, from travel and food to music, heritage, community and celebration, making brands part of the story audiences want to watch.

OWN THE MOMENT

Partner-powered river dyeing ride-alongs, artist and brand social storytelling, destination journeys, food challenges, cultural interstitials and shareable behind-the-scenes access.

The goal: partnerships that feel like content, not commercials.

STORY PARTICIPATION, NOT LOGO PLACEMENT

GUINNESS — celebration + togetherness • **AER LINGUS** — the bridge between Ireland and America • **FORD** — immigrant ambition + American industry

AMERICAN FAMILY — protecting the families, homes and dreams at the heart of the American story • **KERRYGOLD** — Irish farms, food + family tradition • **KEOGH'S** — Irish potato-farming heritage + natural Potato Showdown partner

GATHER

TURN BUZZ INTO A SHARED EVENT

The campaign converges on one joyful national moment, with Chicago as the live anchor and celebrations, performances and stories connecting Ireland and America.

CHICAGO BECOMES THE LIVE ANCHOR

The river dyeing, parade energy, crowds and waterfront performances give the broadcast an unmistakable visual center. Chicago is where the celebration gathers and where America knows to look.

AMERICA JOINS THE CELEBRATION

Local traditions, artists, families and communities connect coast to coast, allowing the special to feel national without losing the authenticity that makes each celebration distinct.

IRELAND ENTERS THE STAGE

Destination performances and pre-taped stories bring Ireland directly into the experience, creating an emotional bridge between heritage and the way Americans celebrate it today.

ACCESS TURNS VIEWERS INTO PARTICIPANTS

River-dyeing ride-alongs, artist reactions, food and tradition, behind-the-scenes moments and Disney magic place audiences inside the celebration instead of watching from the sidelines.

CHICAGO IS THE ANCHOR. AMERICA BECOMES THE STAGE.

One beloved celebration becomes one shared national experience.

EXTEND

KEEP THE MOMENT MOVING

The broadcast ends. The celebration keeps going.

ARTISTS AMPLIFY THE MOMENT

Immediate social clips, backstage moments and artist reactions carry the energy directly into their fan communities.

PERFORMANCES LIVE BEYOND THE BROADCAST

YouTube performances, highlights and shareable moments give the biggest musical and cultural beats a second life.

THE CELEBRATION STAYS AVAILABLE

Streaming through the weekend allows audiences to discover, revisit and share the special on their own time.

A SECOND WAVE OF COVERAGE

Post-show recaps, news and entertainment features extend the conversation beyond the live event.

ONE BROADCAST CREATES CONTENT BEYOND THE EVENT AND LAYS THE FOUNDATION FOR A TRADITION AUDIENCES ANTICIPATE EVERY YEAR.

MONUMENTAL OPENING • U2

A once-in-a-generation alignment of artist, place and heritage. A breathtaking shared experience that brings Ireland into America's living rooms and creates the kind of magical moment audiences remember for generations.



CLIFFS OF MOHER

U2

The Scene & The Sentiment

High above the crashing Atlantic, where ancient cliffs meet an endless horizon, the noise of the world falls away. This isn't simply a remote performance. It's a love letter across 4,000 miles of ocean. Ireland's most iconic musical voices return to the landscape that shaped them not performing for an arena of thousands, but for families gathered in living rooms across America. Windswept, raw and unmistakably authentic, it is the kind of television moment that raises the hairs on your arms connecting generations through music, shared heritage and the enduring bond between Ireland and America. For a few extraordinary minutes, the distance between the two countries disappears.

Beautiful Day • Sunday Bloody Sunday • Where the Streets Have No Name • Street of Dreams

WHERE THE CLIFFS MEET THE SKY, AN OCEAN BECOMES A BRIDGE

THE HOMECOMING • NIALL HORAN

An authentic homecoming that balances monumental stadium scale with fireside warmth, acoustic intimacy, and magnetic cross generational energy.



Belvedere House • Mullingar, County Westmeath

NIALL HORAN

At Belvedere House, just outside his hometown of Mullingar, Niall returns to the landscape that shaped him. Surrounded by sweeping lawns, centuries of Irish history and the unmistakable beauty of home. Against the timeless backdrop of the estate, global stardom suddenly becomes something beautifully personal. The stadium disappears. The production falls away. What remains is an artist, his music and the place where his story began. From the heart of Ireland into millions of American living rooms, Niall becomes a bridge between generations. Pairing contemporary global appeal with the warmth, storytelling and musical traditions audiences instinctively associate with Ireland. It isn't simply a performance from Ireland. It is a homecoming and for a few extraordinary minutes, Niall invites America home with him.

This Town - Nice To Meet Ya - Danny Boy - Heaven

WHERE HOMETOWN STORYTELLING MEETS GLOBAL CHARM: THE IRISH HEARTLAND COMES ALIVE

MUSIC ACROSS GENERATIONS

Music creates memories and cultural relevance. Talent drives demographic reach. The river ritual makes the property repeatable.

MONUMENTAL IRISH

U2

Global-scale Irish icon and monumental opening.

NIALL HORAN

Intimate homecoming with cross-generational appeal.

HOZIER

Modern Irish global voice with cinematic power.

VAN MORRISON

Belfast music royalty and heritage.

The emotional spine of the broadcast: sacred landmarks, cultural authenticity, and generational reverence that turn a telecast into an heirloom event.

STADIUM • COUNTRY • HEARTLAND

METALLICA

Stadium-scale rock spectacle with “Whiskey in the Jar.”

THE SMASHING PUMPKINS

Chicago hometown alternative-rock power.

FLORENCE + THE MACHINE

Soaring, cinematic stadium-scale performance.

GARTH BROOKS

Country icon with generational recognition and deep heartland reach.

Broad reach superstars built to galvanize the country, bridge demographic divides, and drive peak live ratings.

POP • NOSTALGIA • VIRAL

JONAS BROTHERS

Family co-viewing pop with broad recognition.

MILEY CYRUS

Cross-generational star power and viral performance potential.

POST MALONE

Massive contemporary crossover appeal across pop and country.

ED SHEERAN

Global pop scale with acoustic Irish-roots storytelling and massive cross-platform reach.

Massive multi-generational resonance that captures the family couch, dominates real-time social feeds, and fuels post-broadcast digital velocity.

ACCENT PERFORMANCES • CHICAGO • CIVIC • ALL-AGES

CHICAGO GOSPEL CHOIRS

Soulful civic moments • LIVE

CITY BRASS ENSEMBLES

Riverwalk + parade energy • LIVE

RAGLAN ROAD IRISH DANCERS

Disney family connection

KERMIT + MILEY CYRUS

“Bein’ Green” • All-ages interstitial

Local heartland spirit infused with signature Disney storytelling to create an unforgettable family tradition.

THE CASTING MISSION

Place a handful of major names as the audience draw, then build around them with a deliberate mix of genres, regions, ages, demographics and tastes. Irish artists and songwriters, pub and drinking songs, recognizable St. Patrick’s Day favorites, country, rock, pop and unexpected covers create multiple points of entry into the same celebration.

THE VOICES WHO BRING IT TO LIFE

Curated around hosts who marry massive contemporary cultural reach with undeniable audience trust, infectious energy, and flawless alignment with the Disney brand.

THE CASTING LENS

AT THE FOREFRONT
Talent currently driving media conversation and cultural relevance.

ENTERTAINING
Warm, quick, trustworthy and naturally aligned with the Disney brand.

AUTHENTIC CONNECTION
A meaningful tie to Irish heritage, Chicago or the segment itself.

MAIN BROADCAST



MAIN ANCHORS: GEORGE STEPHANOPOULOS + JENNIFER HUDSON

The trusted broadcast : warmth, credibility, and broad multi-generational appeal.

RIVER SEGMENT



RIVER DYEING BOAT: GINGER + BELMONT

Informative meets young, fun—embedded directly on the water for the emerald transformation.

COMEDY / JUDGES



POTATO SHOWDOWN: O'DOWD • OFFERMAN • BARINHOLTZ

Comedic hosts and judges who turn a food competition into a highly shareable event beat.

FAMILY INTERSTITIALS



DISNEY FAMILY HOSTS: KERMIT + MISS PIGGY

Character-driven interstitials and family-friendly hosting woven throughout the broadcast.

CIVIC ANCHOR



CHICAGO CIVIC VOICE: PARADE GRAND MARSHAL

Use the current Chicago parade grand marshal as an authentic bridge between the city and national telecast.

UNITY MESSAGES



UNITY MESSAGES: CIVIC VOICES

Aspirational Chicago-connected voices who contribute short celebratory messages in support of the city.

PEOPLE YOU WANT TO SPEND THE DAY WITH — CURRENT, CREDIBLE, FUN AND CONNECTED TO THE STORY.

CULTURE IS CARRIED FORWARD

Tradition survives because every generation gives it new life.

THE MORNING RITUAL • OLD ST. PATRICK'S



BEFORE THE EMERALD TIDE: THE MORNING BLESSING

In the morning, before half a million spectators pack the Riverwalk and Chicago erupts in emerald green, the national broadcast anchors itself in quiet, reverent awe.

Inside Old St. Patrick's—the city's oldest standing public structure, built by Famine immigrants in 1854 and one of the few landmarks to survive the Great Chicago Fire—the day begins with candlelight, choral hymns and an interfaith blessing of unity.

It is the emotional calm before the spectacle: honoring the hands that built Chicago, grounding the holiday in family and community, and offering a heartfelt invocation for the nation before the celebration begins.

CULINARY QUEST • CHEF ANNA HAUGH



THE DISH THAT CROSSED AN OCEAN

In the spirited, stylish vein of Stanley Tucci's *Searching for Italy*, Dublin culinary powerhouse Anna Haugh embarks on a food lover's pilgrimage through Chicago in search of the city's best slow-cured corned beef and shatter-crisp cast-iron hash.

From historic South Side Irish taverns and sunrise firehouse kitchens to the legendary brine barrels at Manny's Deli, Anna uncovers the cultural collision that created an American icon—how Irish laborers and Jewish kosher butchers shared neighborhoods, trade knowledge and traditions, transforming affordable brisket into a beloved holiday staple.

MASS ENTERTAINMENT & SPECTACLE



THE WORLD RECORD & POTATO SHOWDOWN

High-octane civic joy takes over the Chicago riverfront with two mass-participation marquee beats.

First, the Great Chicago Potato Showdown: a hilarious, high-stakes culinary eat-off judged by celebrity comedic voices. Then, a broadcast-scale Guinness World Records™ attempt—developed with GWR adjudicators as a visually spectacular civic challenge uniting tens of thousands of spectators across the bridges and Riverwalk in real time.

Built for instant TikTok, Reels and YouTube Shorts momentum, the spectacle is designed to generate organic reach while the live celebration is still unfolding.

"CULTURE ISN'T SOMETHING WE REMEMBER. IT'S SOMETHING WE CONTINUE."

TITANS OF INDUSTRY, DEFENSE AND STATE

The visionaries that shaped the nation.

1900 • COUNTY CLARE TO THE U.S. NAVY



THE HANDS THAT CHANGED AMERICA

Before the submarine became the cornerstone of modern global defense, it was the obsession of an immigrant schoolteacher from County Clare. Arriving with bold blueprints and unyielding resolve, John Philip Holland designed the USS Holland, the first modern submarine commissioned by the United States Navy.

His breakthrough transformed undersea warfare forever, equipping the nation's armed forces with revolutionary technology engineered on American soil. It stands as a masterclass in immigrant patriotism: an outsider whose ingenuity gave America an enduring tactical shield across the world's oceans.

THE MILITARY & PATRIOTIC AUDIENCE WHY

DIRECT ENGAGEMENT WITH HEARTLAND & SERVICE DEMOS — Delivers an authentic, respectful tribute to military innovation and defense history, with strong appeal to veterans, active-service families and patriotic heartland viewers. It gives ABC and Disney a credible, unifying narrative hook for audiences traditional holiday specials often overlook.

Transforms maritime history into a high-octane tribute to American defense ingenuity creating a prime integration platform for aerospace, defense, and manufacturing partners while capturing heartland and military viewers.

1963 • COUNTY WEXFORD HOMECOMING



FROM THE FAMINE DOCKS TO THE OVAL OFFICE

In 1848, Patrick Kennedy boarded a famine ship at New Ross with empty pockets and no guarantee of survival. Years later, his great grandson returned to that exact same quay as the President of the United States. Restored color archival footage captures JFK raising a cup of tea in a dirt floor cottage with his third cousins, mobbed by thousands waving handmade American flags. In his farewell at Shannon Airport, he recited an Irish poem and made a promise that still echoes across history: "I am certainly coming back in the springtime." Five months later, he was gone. It stands as the definitive American immigrant odyssey: loss, resilience, and ultimate triumph.

THE EMOTIONAL CENTERPIECE

The Kennedys remain America's royal family a cultural fascination that transcends politics, eras, and generations. By sharing JFK's journey, ABC elevates a daytime celebration into a transcendent primetime heirloom. It gives the special unassailable emotional gravitas, transforming St. Patrick's Day from simple parade green into a tear-in-the-eye reflection on what the American Dream truly cost, and what it made possible.

IRELAND'S FOOTPRINT IN AMERICA IS CULTURAL, INDUSTRIAL, MUSICAL AND DEEPLY PERSONAL.

1847 • COUNTY CORK TO MICHIGAN



THE HANDS THAT BUILT THE HIGHWAY: HENRY FORD'S IRISH ROOTS

Long before the assembly line revolutionized modern industry, the Ford story began in the famine-stricken fields of County Cork. In 1847, John Ford fled the parish of Ballinascarthy to build a new life in Michigan; two generations later, his son Henry Ford put the entire world on wheels.

Henry never forgot that heritage, later returning to Cork to construct Ford's first purpose-built international factory. This isn't just automotive history—it is the quintessential American immigrant arc: turning generations of grit, labor, and working-class ambition into the industrial engine of the United States.

THE BRAND & STORY WHY

Provides Ford Motor Company with an authentic, heritage-grounded narrative that honors the immigrant working-class spine of America, elevating its presence far beyond standard commercial inventory. Natural on-camera vehicle integrations—from vintage Model Ts leading the Chicago parade to modern fleet vehicles supporting production and talent movement—make Ford part of the celebration itself. The story also aligns organically with Chicago's industrial heritage, Local 130 trades and the national labor movement, positioning Ford as an enduring symbol of American ingenuity powered by immigrant hands.

AMERICA ALREADY GOES GREEN

THE COUNTRY IS ALREADY CELEBRATING. AMERICA GOES GREEN CONNECTS THE DOTS.

ST. AUGUSTINEFL WHERE THE AMERICAN PARADE STORY BEGAN Historic records place the first recorded St. Patrick's parade in St. Augustine in 1601.	NEW YORK CITYNY THE ICON A Fifth Avenue tradition dating to 1762—one of the holiday's most recognizable American spectacles.	SOUTH BOSTONMA SOUTHIE GOES GREEN Irish-American pride, neighborhood identity and generations of parade tradition converge in Southie.	SAVANNAHGA EVEN THE FOUNTAINS TURN GREEN The Greening of the Fountain and a beloved parade turn the city into a living St. Patrick's Day stage.
BUTTEMT THE MINERS' IRISH LEGACY Irish miners helped build Butte. Their cultural imprint still powers one of the West's great celebrations.	SHAMROCKTX ROUTE 66 GOES IRISH A tiny Route 66 town turns its name into a major celebration—a tradition dating to 1938.	O'NEILLNE AMERICA'S IRISH CAPITAL Nebraska's Irish Capital celebrates around a giant permanent shamrock and a year-round Irish identity.	HOT SPRINGSAR 98 FEET OF PURE FUN The World's Shortest St. Patrick's Day Parade turns a 98-foot route into an outsized national spectacle.

ONE HOLIDAY. HUNDREDS OF LOCAL TRADITIONS. ONE NATIONAL STAGE.

Each tradition becomes a live hit, pre-taped postcard or social-first discovery—letting viewers travel the country without leaving the celebration.

THE FOUNDATION: THE HANDS THAT BUILT AMERICA

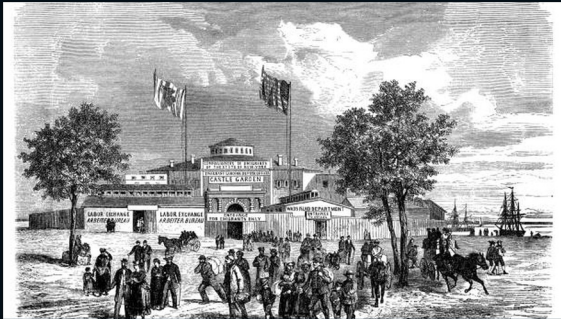
From the famine docks of Battery Park to the transcontinental railroads, how an exiled workforce shaped the modern nation.

ARRIVAL PORTS & URBAN HUBS

FROM THE ATLANTIC TO THE AMERICAN CITY

Decades before Ellis Island opened its doors, more than eight million newcomers passed through the stone rotunda of Castle Garden at Battery Park. Fleeing hunger and hardship, Irish immigrants stepped off Atlantic packet ships and walked straight into the nation's rising cities.

What began as crowded arrival docks quickly grew into the political, cultural, and civic backbones of Boston, New York, Philadelphia, and Chicago. From neighborhood precincts and labor wards to statehouses, this generational ascent transformed an exiled workforce into municipal leaders, cultural architects, and the presidency itself—the foundational heartbeat of the modern American city.



INDUSTRIAL GRIT

"NO IRISH NEED APPLY" → BUILDING THE SPINE

Met with shuttered doors, nativist hostility, and window signs declaring "No Irish Need Apply," an excluded immigrant class answered prejudice with raw endurance. With sledgehammers, pickaxes, and unyielding determination, these laborers dug the Erie Canal, laid the ties of the Transcontinental Railroad, carved out city subway tunnels, and raised the limestone foundations of America's greatest skylines. They did not merely find footing in a skeptical nation, they forged its physical backbone from coast to coast and converted a historical grievance into a heart-forward, patriotic testament to resilience and unity.



PIONEERING ORGANIZED LABOR

THE DIGNITY OF WORK

Born in County Cork and hardened by personal tragedy in the Great Chicago Fire, Mary Harris "Mother Jones" rose to become the fierce moral conscience of working America. Branded by federal prosecutors as "the most dangerous woman in America," she turned that label into a badge of honor—crusading fearlessly alongside coal miners, factory hands, and exploited children for basic safety, honest wages, and human dignity.

Her unstoppable fight laid the cornerstone for the modern American weekend, fair labor laws, and the sacred dignity of daily work.



THE SOUL: HOW IRELAND SHAPED AMERICAN CULTURE

From the birth of American roots music to generational literary giants and timeless Hollywood royalty.

THE BIRTH OF BLUEGRASS & COUNTRY

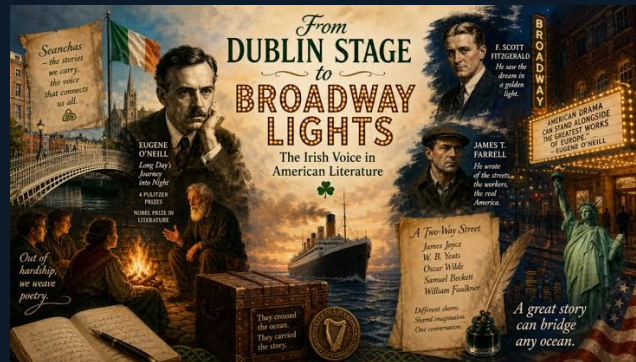
Irish reels, fiddle tunes, and mournful narrative ballads didn't stop at the ports—they traveled deep into the hollows of Appalachia. Blending in porch sessions and mountain camps with African banjos, spirituals, and European dance tunes, Celtic melodies evolved directly into old-time mountain music, bluegrass, and the heartbeat of modern Nashville country.



NARRATIVE POWER

Ireland's ancient storytelling tradition gave voice to modern American literature and theater. From Eugene O'Neill inventing the serious American drama to F. Scott Fitzgerald capturing the romance and tragedy of the Jazz Age, Irish-American pens crafted the nation's defining prose.

Centering on the timeless cultural gifts of lyricism, wit, memory, and melancholic grit. It demonstrates that immigrant culture didn't just lay brick and steel it articulated the soul, longing, and identity of 20th-century America.



HOLLYWOOD GOLDEN AGE TO MODERN GLOBAL ICONS

An undeniable lineage of star power that shaped modern entertainment. From Hollywood royalty like Bing Crosby, Gene Kelly, and Grace Kelly to magnetic contemporary giants like Liam Neeson, Colin Farrell, Cillian Murphy, Saoirse Ronan, and Nicola Coughlan. A small island whose storytellers and descendants became the defining faces of global cinema and television.

Visual proof of an unprecedented footprint: how a tiny island off the coast of Europe continuously exports some of the world's most magnetic, award winning storytellers directly into the center of American cinema and television.



BUILT FOR AN ANNUAL TRADITION

A national celebration with room to grow every year.

UNITY + JOY

THE HEART: WHAT AMERICA EXPERIENCES

- **A Warm, Inclusive Holiday Tradition:** Built around live music, humor, food, and multigenerational family viewing designed to captivate audiences nationwide.
- **Coast to Heartland:** Dynamic regional spotlights and cultural stories that give big cities and small towns one shared stage to celebrate together.
- **The Network Stage:** Solidifies ABC at the very forefront of holiday telecasts with an annual, scalable live broadcast asset.

CREATIVE LEADERSHIP & CONTACT



MOE ANATO

EXECUTIVE PRODUCER + EXPERIENTIAL CREATOR

Award-winning experiential designer, producer, and television host whose work spans immersive design, live events, HGTV, and major cultural productions. Moe brings experiential storytelling, physical-world production, brand strategy, and on-camera perspective to the franchise.



QUINN KAEMMER

EXECUTIVE PRODUCER, BRAND & STRATEGY

Strategic storyteller and creative producer with deep experience in communications, talent, music, and brand positioning. Quinn bridges entertainment, marketing, and artist strategy to turn cultural moments into lasting audience connection.

CROWN & CLOVER CREATIVE

CONTACT: Moe Anato • moeanato@themequeendesign.com • 321.443.2929

EXPANDED ARTIST + SONG UNIVERSE

Development soundtrack and casting bench • Irish icons • cross-generational hits • thematic anthems

CLASSIC IRISH ROCK & ANTHEMS

U2 — Where the Streets Have No Name • Beautiful Day • Sunday Bloody Sunday • Even Better Than the Real Thing • Street Of Dreams

Van Morrison — Brown Eyed Girl • Moondance • Into the Mystic • Days Like This • Wild Night

Hozier — Take Me to Church • Too Sweet

Niall Horan — Slow Hands • Heaven • Nice to Meet Ya • This Town

Thin Lizzy — The Boys Are Back In Town

The Cranberries — Zombie • Dreams • Linger

Sinéad O'Connor — Nothing Compares 2 U • All Apologies

Snow Patrol — Chasing Cars

TRADITIONAL, PUB CLASSICS & CELTIC PUNK

Dropkick Murphys — I'm Shipping Up to Boston

Flogging Molly — What's Left of the Flag

The Pogues — The Wild Rover

The Dubliners — Whiskey in the Jar • Tell Me Ma

The Irish Rovers — Drunken Sailor

The Killkennys — Galway Girl

The Rumjacks — Danny Boy

Flatfoot 56 — Amazing Grace

Metallica — Whiskey in the Jar

CHICAGO + ILLINOIS SPOTLIGHT

FALL OUT BOY — Chicago-born rock powerhouse • hometown relevance

EARTH, WIND & FIRE — Chicago-founded icons • funk, soul + celebration

CHICAGO — Legendary hometown band • unmistakable city identity

WILCO — Chicago alternative-rock institution • acclaimed songwriting

BRETT ELDREDGE — Illinois-born country star • heartland appeal

DECLAN MCKENNA — Indie-pop voice • youthful, next-generation reach

KANYE WEST — Chicago-raised artist and producer • major influence on modern hip-hop

IRISH SOUL, POP & GLOBAL

Ed Sheeran — Galway Girl

Demi Lovato — Powerhouse vocal centerpiece • contemporary pop crossover

The Corrs — Breathless

B*Witched — C'est La Vie

Samantha Mumba — Gotta Tell You • Baby Come On Over

Fontaines D.C. — Jackie Down the Line

Hothouse Flowers — I Can See Clearly Now

Enya — Orinoco Flow (Sail Away)

ST. PATRICK'S & THEMATIC PARTY ANTHEMS

Garth Brooks — Ireland • Friends in Low Places • Ain't Goin' Down • The River • Standing Outside the Fire

Dierks Bentley — Drunk On a Plane • What Was I Thinkin'

Eric Church — Drink In My Hand

Post Malone ft. Blake Shelton — Pour Me A Drink

Chase Rice — Bad Day To Be a Cold Beer

Jon Pardi — Nothing Compares 2 U

Little Big Town — Day Drinking

House of Pain — Jump Around

Daft Punk / Pharrell / Nile Rodgers — Get Lucky

Frank Sinatra — Luck Be a Lady

CCR — Green River

Green Day — When I Come Around

Smashing Pumpkins — Cherub Rock • Today

Metallica — Hero of the Day

Miley Cyrus — Zombie (Live)

Royel Otis — Linger

Florence + The Machine — Dog Days Are Over • Shake It Out • You've Got the Love

John Lennon + Yoko Ono — The Luck of the Irish

Hannah Montana + Jonas Brothers — We Got the Party

Kermit the Frog — Bein' Green