

# St. Patrick's Day Toolkit for Industry Partners



**Tourism Ireland**

## Welcome to our St. Patrick's Day Toolkit

The story of St Patrick, the patron saint of Ireland, has fascinated the world for centuries, and you can still see his legacy all around the island of Ireland. Tourism Ireland is proud to celebrate St. Patrick's Day, and we have produced custom content focused on the history, traditions and fun facts surrounding the celebrations on March 17<sup>th</sup> .

Assets can be found [here](#) with a breakdown of social copy and relevant links in the document below, free to share on your social media channels.

## St. Patrick's Day Traditions in Ireland

St Patrick was named Maewyn Succat and was thought to have originally come from either Wales or Scotland, where he was abducted at the age of 16 by Irish pirates and brought to Northern Ireland as a slave. Once here, he was sent to Slemish Mountain in County Antrim to herd sheep. But on his escape, he had a vision and returned to Ireland to spread the word of Christianity to Ireland. It was on this island that he remained for the rest of his life, preaching, baptising and building churches until his death in 461 in County Down.

Short, long, silly or serious, you'll find every manner of St Patrick's Day parade all over Ireland, from the biggest in Dublin to the earliest in Dingle, County Kerry, where it kicks off at 6am. There's a week-long festival in Armagh, and a carnival parade and concert in Belfast.

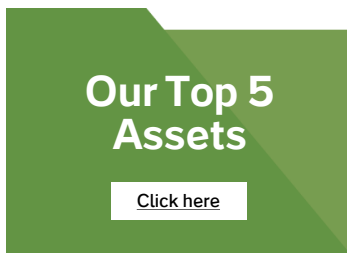
It's said that when St Patrick returned to Ireland, he chose a shamrock as a tool to teach the pagan Irish about the Holy Trinity. As he spread the word about Christianity, Patrick used the three leaves of the plant to represent the Father, the Son and the Holy Spirit and the shamrock has been associated with the saint ever since. You'll see them everywhere around St Patrick's Day – even in the White House as we present a bowl of shamrock each year to the US President.



## How to use this Toolkit

You can click on any of the links in this PDF to access each folder directly, then you can either download the contents of the folder, or you can preview each asset and decide if you want to download. You will be able to return to download further content as often as you wish. We know that time is of the essence so if you don't have time right now to look through all the content, we have an easy Top 5 quick pick folder where you can quickly and easily download key assets.

Don't forget to use [#HappyStPatricksDay](#) to join the global conversations.



### Top 5 quick download

We know that time is of the essence, so if you don't have time right now to look through all the content, we've made a selection of our top 5 assets that you can quickly download from [this folder](#).

**E-card**

Send our e-cards to your overseas partners [here!](#)

**GIFs**

Use our St. Patrick's Day social content imagery and text [here](#)

**Photo Albums**

Download our stunning imagery [here](#)

**Zoom Backgrounds**

Download our Zoom backgrounds [here](#)

**Videos**

Download our range of engaging video content [here](#)

**Recipes**

Download our delicious St. Patrick's Day themed recipes [here](#)

**Irish Blessings**

Download our heartfelt Irish Blessings [here](#)



### Photo Albums

We have curated St. Patrick's Day themed imagery from across the island of Ireland including St. Patrick's Day Festivals that take place here on the Emerald Isle which you can use in your communications to overseas partners.



### Recipes

We have gathered some of the best St. Patrick's Day themed recipes from across the island of Ireland. Please remember to credit our industry partners who created these recipes for us when using this content.



### Irish Blessings

Share a blessing from the island of Ireland with your overseas partners to celebrate St. Patrick's Day.



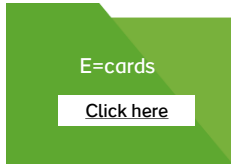
### GIFs

Use our fun and quirky GIFs to wish your overseas partners a very Happy St. Patrick's Day!



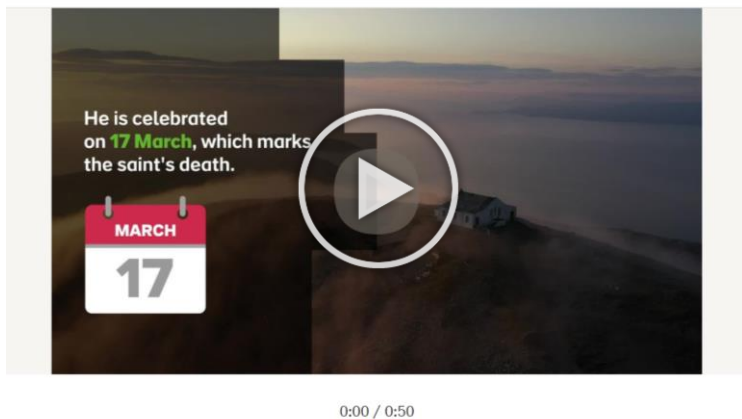
### E-Cards

Send e-cards to your overseas partners, clients and consumers to say 'Happy St. Patrick's Day' and encourage them to join in the celebrations of Ireland's Patron Saint.



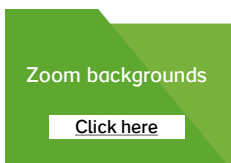
### Videos

Using videos across your social media channels is a great way to create engaging content, so we have provided a selection of our best St. Patrick's Day videos.



### Zoom Backgrounds

We all know the continued importance of Zoom calls, so to leverage business meetings you may have with international contacts, we've created a series of images suitable to use for St. Patrick's Day





### Terms & conditions of use

By using the assets from this toolkit, you are agreeing to our terms and conditions of use. You must be a tourism business to use these assets and you must use them in accordance with the guidance we outline. The assets in this toolkit may be used in print and digital marketing materials, provided they are used in the way we have outlined in this toolkit. The assets must not be used in signage, vehicular branding, packaging or merchandising of any kind without prior permission. Tourism Ireland retains ownership of these assets and reserves the right to withdraw the use of the assets from any ineligible business or business that is using the assets in an inappropriate manner.

