

JOIN THE GLOBAL GREENING




Ireland


**the
gathering**
IRELAND 2013

BIGGER BRIGHTER GREENER

Last year's St Patrick's Day 'greening' initiative captured public and media imaginations, creating buzz and excitement and generating extensive publicity in print, online and in broadcast media across the world.

St Patrick's Day is celebrated globally on 17 March every year. This day provides an occasion for the seventy million people around the world who feel a connection with the island of Ireland to assert and explore their ancestral heritage and our rich and vibrant culture.

2012 saw the biggest global celebration ever to mark St.Patrick's Day. In major cities across six continents, a programme of events rolled out celebrating the diversity of our music, literature, storytelling and dance as well as our friendly people and beautiful landscape.

2013 promises to be even better with additional world-famous sites joining in to mark our special year of **The Gathering Ireland 2013**.





Pictured above: The London Eye; Prince's Palace, Monaco; Leaning Tower of Pisa, Italy; Empire State Building, New York; Table Mountain, Cape Town.

BE SEEN GO GREEN

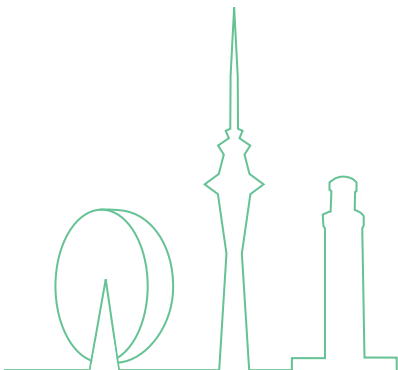
A key element of the 2012 St Patrick's programme was the symbolic 'greening' of iconic sites across the world. These included the *Sydney Opera House*, the *London Eye*, the *Empire State Building* in New York, *Niagara Falls*, the *Coit Tower* and *City Hall* in San Francisco, the Replica "*Chrysler Building*" in the New York New York Hotel in Las Vegas, the *Sky Tower* in Auckland the *Palace of Culture and Science* in Warsaw, *Berlin TV tower*, the *Lighthouse* in Düsseldorf, *Hötorgsskraporna* in Stockholm, *Cibeles fountain* in Madrid, the town of *Moraira* in Spain, the *Leaning Tower of Pisa*, the *Prince's Palace of Monaco*, *Burgtheater* in Vienna, *Brussels Town Hall*, as well as the *Glasgow Eye*, the *Armadillo*, the *Hub* and *Camera Obscura* in Scotland, *Burj Al Arab*, Dubai, *Table Mountain*, Cape Town and *Oriental Pearl TV Tower* in Shanghai.

The simple act of 'greening' these icons on the same historic day created a powerful wave of connectedness, linking communities across the world. It created a compelling visual spectacle with real resonance for global media and participants alike.

Be part of it in 2013 and celebrate **The Gathering Ireland**, a year of special events, gatherings and festivals - uniting people from across the world.

If you would like to leverage this global 'greening' for your city or community, contact Tourism Ireland and let us know. We'd be happy to help you get started.





Tourism Ireland promotes the island of Ireland across the world on behalf of the Governments of Ireland and Northern Ireland.

In 2012, Tourism Ireland coordinated the global 'greening' initiative when icons from Sydney to London, Cape Town to New York and Toronto, Vienna to Shanghai, and Berlin to Dubai turned green, connecting and celebrating the seventy million people across the world who enjoy ancestral links to the island.

Pictured above: Sydney Opera House; Selfridges, London; TV Tower Berlin, Cibeles Fountain, Madrid.



**A year of
celebration...
be part of it.**

thegatheringireland.com

Celebrating our vibrant culture
and connecting cities and
communities across the world.

70 Million
People

30 Iconic
Landmarks

06 Continents

01 Day of Global
Celebration



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