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Biggest Global Greening ever for St Patrick's Day keeps island of Ireland in publicity spotlight

This year's Global Greening was the biggest of any St Patrick's Day in the seven years of the Tourism Ireland initiative. Across the world, an amazing 240 icons in 45 countries went green. This kept the island of Ireland in the global publicity spotlight at an important time for holiday decisions and generated over €10 million in positive publicity for the destination.

Click below for our [Global Greening 2016 film](#).



See our [press release](#) and [gallery of highlights](#) here.

From Rome to Rio, London to Las Vegas, Auckland to Addis Ababa, prominent sites and icons lit up green to mark St Patrick's Day and Ireland. Among the 100-plus new sites this year were 7 World Trade Center at Ground Zero in New York, the Nelson Mandela statue in Johannesburg, the Roue de Paris (Big Wheel) in Paris and the Gateshead Millennium Bridge in Newcastle upon Tyne.



They were joined by some old favourites like the Colosseum in Rome, the Sacré Coeur basilica in Paris, the Great Wall of China, Niagara Falls and the Christ the Redeemer statue in Rio de Janeiro.



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