



## Biggest ever Global Greening lights up the world ~295 iconic sites, in 45 countries~ keeping the island of Ireland in the publicity spotlight

Last week, 295 iconic landmarks in 45 countries around the world turned green for St Patrick's Day – all part of Tourism Ireland's Global Greening initiative and our extensive spring promotional campaign to boost travel to the island. This was our biggest Global Greening to date. It generated over €10M in positive publicity at an important time for travel and holiday decision-making.

Our film is [here](#), our press release [here](#) and a gallery of highlights [here](#).



One World Trade Center in New York, the beautiful Petit Palais on the Champs-Élysées in Paris, the historic Colosseum in Rome, the London Eye and the Great Wall of China were just some of the icons to go green this year.



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