



Sedona Main Street Program Press Release For Immediate Release March 9, 2010
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Luck of the Irish comes to Sedona St. Patrick's Parade & Festival

Talk about the luck of the Irish! The day became more beautiful by the hour and the sun shone through as the Parade started. Light breezes came along as the entrants approached, and the skies stayed beautiful throughout the festivities.

Thousands gathered along the Jordan Road to watch the 40th Annual St. Patrick's Parade, well over three thousand according to the experienced eyes of our Sedona Police. The Sedona Fire District started the Parade and secured the parade route with their engines. The Parade Grand Marshal was Joe Vernier, recently retired Sedona Police Chief. He was followed by Camp Verde Cavalry Color Guard on horseback. Then came the sponsor banners. If you're wondering why, it's simply because these local businesses provide the cash to keep this wonderful community tradition going. So please remember to thank them as you meet throughout the year: Parade Title Sponsor, Barking Frog & Cowboy Club Restaurants; Festival Title Sponsor, A Day in the West; Over the Rainbow Sponsor – Peace Place Magnificent Crystals & Sedona Fudge Company; Pot O' Gold Sponsors – Joe Wilcox Family Stores, Sedona Chamber of Commerce and Sedona Peace of Mind Home Watch Service; Celtic Club Sponsors Arroyo Roble Resort, Matterhorn Inn, Matterhorn Shoppes and Pink Jeep Tours; Irish Green Club Sponsor – Don E. Nelms Farmers Insurance Group; Shamrock Club Sponsors – Johnson Insurance Services, LLC and Sedona Metaphysical Spiritual Association. Join us in thanks to the City of Sedona, Larson Newspapers, BSE Rents, BR Clinic, Sacajawea Plaza and an additional 30 businesses and organizations that donate countless services or products to the event, plus over 100 volunteers who give time to make it happen.

Sedona Mayor Rob Adams, City Manager Tim Ernster and City Councilors led the way for County & other Verde Valley Community dignitaries, businesses, non-profit organizations and individuals with phenomenal enthusiasm. They were warmly received as each was announced by our volunteer Master of Ceremonies, John Conway of audioworxx, and viewed by the Parade Judges. See pictures of each entry on our website at www.sedonamainstreet.com and feel free to send a copy of your favorite photos to friends and family.

Immediately following the parade, the Parade Festival kicked off right beside the Parade route at Sacajawea Plaza & BR Clinic. Opening with a traditional bagpipe song, the entertainment featured Celtic band, Ally & the Boys. During their break we were honored with a complimentary performance by the McTeggart Irish Dancers of Arizona. These step dancers were an impressive group of youth and received well-deserved and thunderous applause. Parade awards for outstanding entries were announced at the Festival (winners are noted in the attachment; awards were presented). The children were captivated by a wide variety of free activities, while everyone enjoyed lunch offered by Barking Frog Grille & Cowboy Club and sweet treats from Sedona Fudge Company. Of course there was a Beer Garden, thanks to Oak Creek Brewing Company. Throngs of residents and visitors alike enjoyed the free entertainment and activities in a great setting on a fabulous day. Check out the event photos on our website (www.sedonamainstreet.com).

The Parade & Festival is a free event for the community and by the community, coordinated by Sedona Main Street Program, NAU's Park and Recreation Management Program and the Green Team event steering committee. Photos from Parade and Festival are available at www.sedonamainstreet.com – see link on home page. Click on the photos to enlarge and feel free to print or save to your computer for sending to friends/family.

Parade Winners follow:

40th Annual Sedona St. Patrick's Parade

Parade Award Winners

Clown Award: Ronald McDonald

Dance Unit Award: Sedona Red Rockin' Grannies

Drill Team Award: Flagstaff Kennel Club K-9 Drill Team

Equestrian Color Guard Award: Camp Verde Cavalry

Equestrian Award: Horse Mesa Ranch

Float Award: Sedona Off Road Adventures

High School Marching Band: Chino Valley High School Band

Marching Unit Award: Sedona Girl Scouts

Musical Group Award: Garbage Can Band

Vehicle Award: Pink Jeep Tours

Most Unique Award: St. Baldrick's

Shamrock Award: Sedona Off Road Adventures

St. Patrick's Award: Southwest Skye Pipes & Drums

If you are a winning Parade entry and did not get your award at the Festival, please call Sedona Main Street Program at 204-2390 to make arrangements for picking up the award.