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\*\*\*MEDIA ADVISORY\*\*\*

City of Dallas Mayor Eric L. Johnson, Grand Marshal of the 42nd Annual Dallas Mavericks St. Patrick’s Parade & Festival, March 9th Press Conference

On Thursday, March 9th at 10 a.m. the [Greenville Avenue Area Business Association (G.A.A.B.A.)](about:blank), together with presenting sponsor The Dallas Mavericks, will host a press conference for the [42nd Annual Dallas Mavericks St. Patrick’s Parade & Festival](about:blank), featuring City of Dallas Mayor Eric Johnson as the parade’s 2023 Grand Marshal.

Attended by over 125,000 people each year, the largest St. Patrick’s event in the Southwest returns with live music, floats, food trucks, a family zone, festival zones, private tailgate areas and an Irish spirit of celebration. The press conference will be held at Comerica Bank’s Greenville & Lovers Banking Center at 10 a.m. in front of an audience of Dallas-area dignitaries, Greenville Avenue business owners, professional bagpipers, and Dallas Mavericks Drumline performers as the 2023 parade’s “Presenting Sponsor” representatives.

**WHEN**

Thursday, March 9, 2023 at 10 a.m. – **please arrive at 9:45 a.m. for set up.**

**WHERE**

Comerica Bank’s Greenville & Lovers Banking Center

5302 Greenville Ave, Dallas, TX 75206

**WHO**

Kevin Vela, GAABA Chairman of the Board;

Eric L. Johnson, Mayor of Dallas and Grand Marshal;

Amanda G. Mahaney, Comerica Bank, Dallas Market President;

Linda Garza Battles, Regional Vice President and Chancellor, WGU Texas;

Tommy Donahue, Milo Butterfingers, GAABA Board Member;

Philip Brewer, Comerica Bank, GAABA Board Member;

Jorge Levy, Desperados Restaurants, GAABA Board Member;

Jake Levy, Desperadoe Restaurants, GAABA Board Member;

MORE

**EVENT SPONSORS**

Presenting Sponsor: the Dallas Mavericks. Official Parade Sponsors: 7-Eleven, Comerica Bank, Visit Dallas Tourism Public Improvement District, University Crossing PID, DART, Dallas Blonde, Deep Ellum Brewing, WGU Texas and Thomas J Henry. Media Sponsors: CW33, iHeart Radio, Lonestar 92.5, Star 102.1, 97.1 The Freak, 102.9 NOW, and 106.1 KISS FM. Festival Partners: St. Paddy’s Day DASH, US Energy Square LLC, Meadows Building at Energy Square, Half Price Books, Versa Printing Inc., American Golf Cars Irving, DoubleTree by Hilton Dallas-Campbell Centre, Buyers Barricades, Revel XP Elite Fan Experiences, and The Gild.

**DETAILS**

For media inquiries, contact Cristina Uranga at [cris@echopublicity.com](about:blank) or call 480-252-6157.

**About GAABA & the Dallas St. Patrick’s Parade & Festival**

The Greenville Avenue Area Business Association (G.A.A.B.A.) was formed in 1987 to help unify businesses in the area and to promote the Greenville Avenue region. Its first objective is and always will be the presentation of the annual Dallas St. Patrick’s Parade & Festival. The Parade has grown to be one of the largest St. Patrick's Parades in the country, with over 125,000 attendees and more than 100 parade entries. Proceeds go toward the G.A.A.B.A. Scholarship Fund, benefiting Dallas ISD high school seniors.  Currently, more than $150,000 in scholarships have been awarded.

**About the Dallas Mavericks**

The Dallas Mavericks play in the Southwest Division of the Western Conference of the National Basketball Association (NBA) and began as an expansion franchise in 1980. The Mavs have won one NBA Championship (2011), four division titles (1987, 2007, 2010, 2021), and two conference championships (2006, 2011). The team is led by Owner Mark Cuban, General Manager Nico Harrison, and Head Coach Jason Kidd. In addition to on-court success, the Mavs are committed to making a difference in North Texas through outreach programs and the Dallas Mavericks Foundation. Learn more at [www.mavs.com](about:blank).

[**About WGU Texas**](about:blank)

WGU Texas is an online, nonprofit, competency-based university established to expand Texans’ access to higher education throughout the state. Formed through a partnership between the state of Texas and nationally-recognized Western Governors University, WGU Texas is open to all qualified Texas residents. The university offers more than 60 undergraduate and graduate degree programs in the high-demand career fields of business, K-12 teacher education, information technology, and health professions, including nursing. Degrees are granted under the accreditation of WGU, which is accredited through the Northwest Commission on Colleges and Universities (NWCCU). Learn more at [texas.wgu.edu](about:blank)or call 1-877-214-7011.

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