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Passion for life



Press Release

12th March 2019

You Don't Have to Be a Saint to Go Green

- Renault Ireland Continues Support of National St. Patrick's Festival as Official Vehicle Partner with Renault ZOE for 2019 -

St. Patrick himself took a break from the upcoming yearly celebrations to announce Renault Ireland as the official car partner of the National St. Patrick's Festival 2019. This year's festival will run from Thursday 14th to Monday 18th March, with over 500,000 expected to line the streets of Dublin for the Festival Parade on Sunday March 17th.

Renault announced in 2018 it will be the official car partner of the St Patrick's Festival for three years.

As part of its involvement, Renault will show you don't have to be a saint to go green as the 100% electric Renault ZOE makes its way through the capital during the lively and much-anticipated parade. The popular Renault KADJAR SUV will also be included in the parade.

The overall theme of this year's St. Patrick's Festival is **Storytelling**, an age-old Irish tradition, and a programme of more than 50 events inspired by all things 'storytelling' will run throughout Dublin over the five days including talks, walks, spoken word, literature, music, Irish language, visual art, photography, circus and more. New for 2019 will be a three-day Festival Village at Merrion Square, running Saturday through Monday. Renault Ireland's fitting theme for 2019 is **'Go Green with the Renault ZOE'**.

As official car partner, Renault Ireland will provide 9 vehicles for use in both the Festival Parade and official St. Patrick's Festival duties.

Karla Clifford, Brand Communications Manager Renault Ireland said: *"We are delighted to continue our partnership with St. Patrick's Festival for 2019 and we look forward to what will be an amazing five days celebrating Ireland and storytelling – something we Irish are very good at! At Renault, we feel our 'Passion for Life' ethos of the brand and the spirit of the St. Patrick's Festival are a perfect match. We're looking forward to seeing the green Renault fleet in the parade festivities and with our 100% electric Renault ZOE featuring prominently in the parade, we hope to show people that you don't have to be a saint to go green!"*

Susan Kirby, CEO, St. Patrick's Festival added: *"We are very proud to partner with Renault as official car partner for St. Patrick's Festival 2019. Renault have developed a compelling campaign, including the creation of a wonderful Parade pageant that promotes the fleet's green credentials. In expanding*

the partnership, Renault have come up with some really fresh activations as part of the artistic programme at our new three-day Festival Village in Merrion Square, a fantastic reflection of their design aesthetic.”

www.renault.ie / www.stpatricksfestival.ie

#StPatricksFest

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