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## **MEDIA RELEASE**

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### **Phoenix, AZ--Local Bloomin' Beerfest celebrates James Joyce international Bloomsday on June 15**

13th Annual Bloomin' Beerfest

Saturday, June 15, 2019 7pm - 11pm

Irish Cultural Center, 1106 N. Central Avenue, Phoenix 85004

Tastings: Craft Beers, Irish and Scottish Beers

Food and Cash Bar

LIVE IRISH/CELTIC ROCK MUSIC from Cockswain

James Joyce readings from *Ulysses*

Bloomsday (1904) Costume Contest

Beer Tasting Tickets: \$30 online by noon June 16; \$40 at gate

Teetotalers (non-drinker): \$12; \$15 at gate

Children (12 & Under) \$5

**MATURE AUDIENCE - ADULT CONTENT**

Info and Early Bird Tickets: <https://www.azirish.org/bloomsday/>

#BloominBeerfest #AZIrish

Join us for craft beer tastings, live music, a costume contest, and some scandalous readings from the banned book that shook Ireland and the United States!!

On Saturday evening, June 15<sup>th</sup>, the Irish Cultural & Learning Foundation pulls out all the stops to commemorate the work of Irish author, James Joyce, during the 13th Annual Bloomin' Beerfest. The Center gates open at 6:30 p.m. and Bloomin' Beerfest runs from 7 p.m. to 11 p.m.

Admission to the festival includes live Irish/Celtic Rock music from Cockswain, a costume contest – come dressed as your favorite character from the novel or from the time period - musical selections based on the novel in the library, plus live musical selections and readings from the groundbreaking and scandalous novel *Ulysses*.

For those attending this year's Bloomin' Beerfest, we will have a **great selection of local Craft, Irish and Scottish Beers** for you to taste! Beerfest guests get a souvenir Bloomsday tasting cup and a card good for 16 beer tastings. Food will be available and additional drink tickets may be purchased, separately, at the event.

Why "Bloomin'?" The protagonist from Joyce's novel *Ulysses* is Leopold Bloom and "Bloomsday" is celebrated annually worldwide. *Ulysses* is considered to be one of the most important works of modernist literature. It chronicles the peripatetic appointments and encounters of Leopold Bloom in Dublin in the course of an ordinary day, 16 June 1904.

Since publication, the book has attracted controversy and scrutiny, ranging from the 1921 obscenity trial in America to protracted textual "Joyce Wars". *Ulysses'* stream-of-consciousness technique, careful structuring, and experimental prose—full of puns, parodies, and allusions—as well as its rich characterization and broad humor, have led it to be regarded as one of the greatest literary works in history. The date was important to Joyce as it was the anniversary of Joyce's first-date with his future wife and muse Nora Barnacle.

#### Admission:

**Get your Early Bird tickets! Pre-Sale Beerfest tasting admission is available for *only* \$30 on our website <https://www.azirish.org/bloomsday/> and at the gate \$40.**

Nondrinker "Teetotaler" admission for those 13 years old and up is \$12 both online; at the gate \$15. Teetotaler admission includes all Bloomsday activities plus tickets for 2 free sodas.

While primarily an adult event, admission for children 12 and under is \$5.00. \*\* *Ulysses* is a book with heavy adult content and parents should be advised to review the text before bringing their children.

Attendees are encouraged to use public transportation or taxicabs – especially those with Beerfest Admission. The Roosevelt Street Light Rail Station is just steps from the gate. Please see [www.valleymetro.org](http://www.valleymetro.org) for schedule.

#### About Us

The mission of the Irish Cultural Center is to provide a link between the people of Arizona and the people of Ireland and other Celtic cultures. The goal of the McClelland Library is to make accessible a comprehensive collection of materials on Ireland and the Irish diaspora on the role of Irish-Americans in Arizona and the Western United States. The Irish Cultural Center and McClelland Library are divisions of the Irish Cultural & Learning Foundation, Inc., a 501(c)(3) not-for-profit corporation, and are owned and maintained by the City of Phoenix Parks and Recreation Department.