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NEW RELEASE: HISTORY™

# THE HISTORY OF ST. PATRICK'S DAY

*Explore the fascinating history of the luckiest holiday of all!*

- First time on DVD.
- Priced to sell at just \$9.95! Streets just in time for St. Patrick's Day!
- Discover the origins of the perennial holiday and discover why it is celebrated by millions of people around the world – over 45 million in America alone!
- Marketing campaign will include St. Patrick's Day promotions with retailers, as well as outreach to sites/blogs that specialize in Irish History, Facebook quizzes ("What's your Irish IQ?") and more.

**SYNOPSIS** THE HISTORY OF ST. PATRICK'S DAY shows how Irish immigrants in America transformed a religious festival into a celebration of all things Irish, and St. Patrick's Day became a nationwide phenomenon. See parades around the country, from tiny towns to the massive New York assembly, where over 150,000 people march in the company of celebrities, campaigning politicians and bagpipers. It's a comprehensive look at an ancient tradition that has been transformed in America.

## PRODUCT INFORMATION

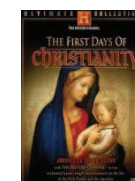
SRP: \$9.95, \$11.95 CAN  
 FORMAT: Single  
 PACKAGING: Amaray  
 LENGTH: Approx. 50 mins.  
 GENRE: Documentary  
 YEAR: 2010

COLOR: Color  
 WIDESCREEN: No  
 AUDIO FORMAT: Stereo  
 UNITS PER CARTON: 30

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