

The most epic St. Patrick's Day celebrations

Submitted by: Exposure Holdings Limited

Sunday, 17 March 2019

St. Patrick's Day is celebrated in every corner of the world, from the well-known gatherings in Dublin, Chicago, and New York to more unexpected places like Auckland and Buenos Aires. This year, Jameson went one step further, going completely off-the-grid to celebrate St. Patrick's Day in a remote, icy wilderness - proving all you really need are good friends and great whiskey to mark the date.

Watch what they got up to here:

<https://www.youtube.com/watch?v=U9jZowJK87Q&feature=youtu.be>

<https://www.jamesonwhiskey.com/en-EN/article/1780-expedition>

Since it was established in 1780, Jameson has been bringing friends together, and never more so than on St. Patrick's Day. This year, Jameson searched the globe for four groups of friends who always celebrate St. Patrick's Day and rewarded them with a trip of a lifetime. The group embarked on an expedition to the most northerly inhabited area on the globe, Svalbard, Norway. Why Svalbard? It's marked by the co-ordinates 17' longitude 80' latitude, a tribute to the year John Jameson set up his Dublin distillery. A mere 1000 km from the North Pole, Svalbard is an icy landscape defined by frozen glaciers and snow caves, where polar bears outnumber the human population.

The friends, from Ireland, India and Argentina, trekked over frozen terrain, overcoming obstacles along the way, to celebrate St. Patrick's Day in the most unexpected way. In-between the snowmobile races, husky rides and ice cave climbing, the Jameson fans cemented their new friendships in the freezing Arctic conditions – bringing new meaning to Jameson on ice!

The group's off-the-grid adventure was a success, arriving at their final destination, as close as humanly possible to 17' (longitude) 80' (latitude), where they raised a glass and toasted St. Patrick's Day together. Proving that all you need are good friends and something green (a Jameson bottle counts) to celebrate St. Patrick's Day.

Simon Fay, International Marketing Director at Irish Distillers, was excited for fans to enjoy the most unique St. Patrick's Day gathering the world had ever seen: "St. Patrick's Day is not just a big day of celebration in Ireland – it's become a historic day that's shared all over the world, where we get together with friends and make new memories. This year we wanted to show the world you can create unforgettable moments wherever you are and what better way to demonstrate this than from 17' 80'".

Visit <https://www.jamesonwhiskey.com/en-EN/article/1780-expedition> to see some highlights from the epic Jameson 17' 80' St. Patrick's Day expedition.

Contact lucinda.tattersall@exposure.net

07572382844