

# I Love Ireland Festival, Tokyo 2018

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*Asia's largest Irish Festival, the "I Love Ireland Festival", continues in 2018!*

TOKYO, MINATO-KU, JAPAN, September 28, 2017 /EINPresswire.com/ -- The "[I Love Ireland Festival 2018](#)" (ILIF) will celebrate its fifth year on the weekend of the 17th and 18th of March 2018 in Yoyogi Park, Tokyo. The event is organized by the Ireland Japan Chamber of Commerce (IJCC) with the support of the Embassy of Ireland in Japan.



We're delighted that the I Love Ireland Festival continues to grow and reach new audiences. The Irish community enjoys sharing our culture and heritage with the people of Japan."

*Eamonn Murphy, President of the Ireland Japan Chamber of Commerce*

Visitors will celebrate Ireland's national holiday, St. Patrick's Day, while enjoying a weekend of entertainment, food, drinks, sport, education, culture and more. It is anticipated that some 130,000 people will attend the two-day festival. It's a unique opportunity for companies looking to participate as vendors or to promote their company as an event sponsor.

The Ambassador of Ireland to Japan, Anne Barrington said, "The I Love Ireland Festival is the largest celebration of Irish culture in Asia and, entering its 5th year, is now a firm fixture

on the St. Patrick's Day calendar. With over 100,000 attendees in 2017, the festival is now a runaway cultural and commercial success. I am delighted that the Irish Government will once again financially support the project in 2018."

The Ambassador also remarked, "From small beginnings, the I Love Ireland Festival has grown to become the biggest forum for Irish and Japanese people to mingle and celebrate everything that is best about Irish music, food, and dance. I am certain that 2018 will be the best I Love Ireland Festival yet!"

The festival will play host to a wide range of music, dance, stage performances, guest speakers and on-stage presentations.

Following on from last year's popular street rugby, there will be a series of rugby events for families to participate in and enjoy. Rugby plays a strong part in Ireland's sporting identity. And Ireland and Japan will meet each other at the Japan Rugby World Cup in 2019.

Reflecting the famous, green countryside of Ireland, another prominent theme of the event will be environmental or "eco". Various initiatives focused on sustainability will run throughout the two days. This offers an excellent opportunity for members of the public, as well as participating businesses, to make a contribution to the improvement of our environment.

On Sunday 18th March, the St. Patrick's Day parade will travel the length and breadth of Omotesando. The street will be lined with the national flags of Ireland and Japan. Since 1992 the parade has been entertaining the people of Tokyo with a procession of Irish costumes, music, sports, and dance.

The festival is just one part of the ever-growing number of St. Patrick's Day events around Japan. In 2017, a record 14 parades were held in towns and cities across the country. Team Ireland in Japan, in partnership with the I Love Ireland Festival management company La Ditta Limited, are aiming to make the 2018 celebrations in Tokyo the biggest and best ever.

The President of the Ireland Japan Chamber of Commerce, Eamonn Murphy, said, "We're delighted that the I Love Ireland Festival continues to grow and reach new audiences. The Irish community enjoys sharing our culture and heritage with the people of Japan. And don't forget, on St Patrick's Day, everyone's Irish for the day!"

Further updates will be provided over the coming months. In the meantime please check out <http://tohoku360.com/news/ireland-festival2017/> We're looking forward to seeing you at the festival.

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