

McCain Memorial Puts Northern Ireland in the US Spotlight

A Northern Ireland was the surprising recipient of online attention last weekend as a result of the high-profile funeral of US senator John McCain.

BELFAST, NORTHERN IRELAND, NORTHERN IRELAND, September 5, 2018 /EINPresswire.com/ -- The Northern Ireland town of Limavady and its history were the surprising recipients of online attention last weekend as a result of the high-profile funeral of US senator John McCain.

Mr McCain's request that the song Danny Boy be sung at his memorial service led to an online influx of interest in the song, causing a huge spike in visitors to an video about Danny Boy and its connection to Northern Ireland.

The video (<https://www.connollycove.com/danny-boy-song-lyrics-history-what-oh-danny-boy-is-about/>) – which saw an increase in views from 30 per day to 3,000 over the weekend as a result of Americans searching for 'Danny Boy' – explains how a Limavady teacher recorded the now-famous folk tune and brought it to the world by sending it on to a publisher.

“

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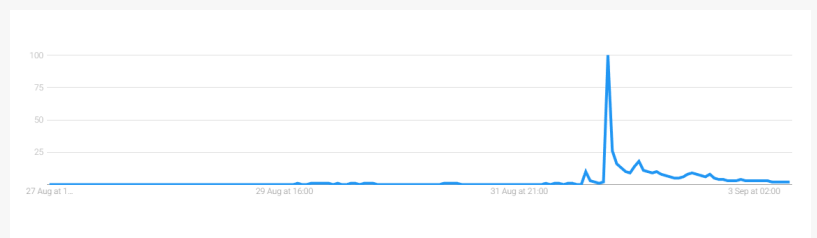
Ciaran Connolly

tragic ways.

“The great news is that people from across the world taking an interest in Limavady also means they browse around our site and other sites to find out more about the wider area and



Danny Boy plaque in Northern Ireland



Online interest in the Danny Boy song peaked last weekend

The role played by Limavady is permanently marked with a blue plaque in the town.

Ciaran Connolly of Northern Ireland-based tourism website ConnollyCove.com, who published the video, said: “We’re used to seeing interest from across the world in different parts of Ireland north and south.

“But it is fascinating to see how one town, like Limavady in this case, can find attention in the most unexpected but

everything it has to offer.”

ConnollyCove.com, a project which aims to promote and help local tourism operated by Northern Ireland digital marketing company ProfileTree, have also included the chords to the song, more history and famous versions of Danny Boy on their website. The original Londonderry Air version is – of course – also featured.

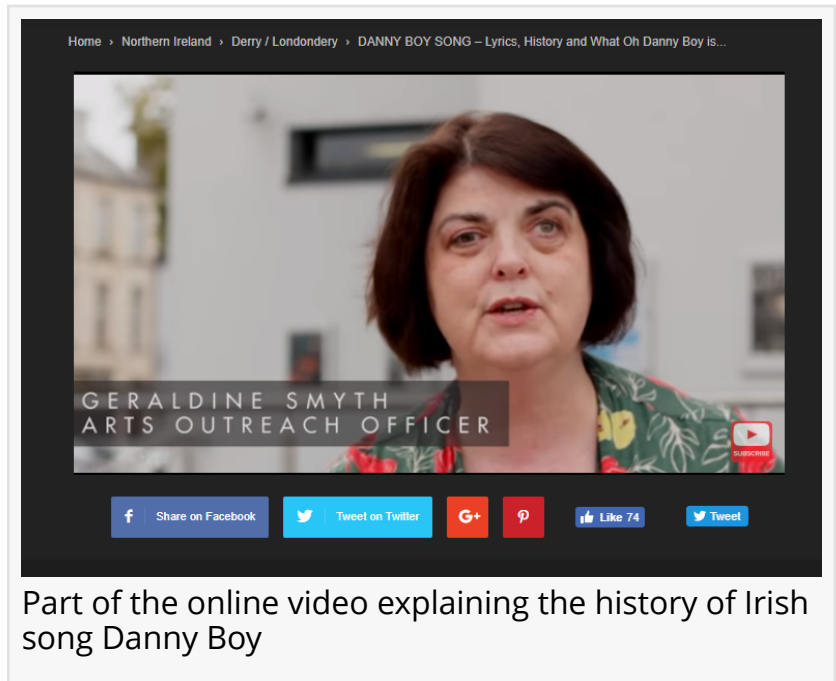
It was reported that Cindy McCain, widow of John McCain, was moved to tears by the rendition of Danny Boy by opera singer Renée Fleming on Saturday.

John McCain had specifically requested the song, and that it be performed by Renée Fleming, causing the online spike in online enquiries by those looking for more information about Danny Boy.

ConnollyCove.com offers a free guide for visitors to Ireland, north and south, including popular and ‘hidden gem’ locations, reviews and a ‘must-see’ guide to essentials for visiting Ireland.

Parent company ProfileTree is an innovative, Belfast-based business offering content marketing, SEO, video production, web design & development and digital marketing services to companies internationally.

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Part of the online video explaining the history of Irish song Danny Boy

This press release can be viewed online at: <http://www.einpresswire.com>

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