



**EMBARGOED UNTIL 5:30 A.M.
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WINTERKIDS NAMED BENEFICIARY OF CARNAVAL MAINE

Anonymous donor steps up to match funds raised up to \$10,000 giving WinterKids the potential to receive \$20,000 from the event

PORTLAND, Maine (December 20, 2019)—Carnaval ME organizers announced today that WinterKids, an organization that creates opportunities for children to be active, vibrant and healthy in the outdoors, will be the non-profit beneficiary of the inaugural three-day festival taking place on Portland's Eastern Promenade January 30 through February 2, 2020.

On Saturday, December 21—the Winter Solstice—tickets to the festival and two signature events will go on sale at www.CarnavalME.com, with 100% of ticket sales purchased, up to \$10,000, using promotional code [WINTERKIDS](#) will go to WinterKids. An anonymous donor has come forward to match the funds raised up to \$10,000 giving the WinterKids the potential to receive a donation of \$20,000. In addition, Carnaval Maine collectible merchandise and auction items will be for sale to benefit WinterKids.

“Winter is a magical time of year in Maine, and we applaud WinterKids’ efforts to encourage Maine children to embrace an active lifestyle throughout the season,” said Brian Corcoran, CEO of Shamrock Signature. “We hope everyone will celebrate the first day of winter, December 21st, by purchasing their tickets to this exciting event using offer code [WINTERKIDS](#) so kids throughout Maine can benefit.”

“We are grateful to Carnaval Maine and their Presenting Partners such as the Maine Office of Tourism, Norway Savings Bank, L.L.Bean and all the other sponsors for their generosity,” said Julie Mulkern, Executive Director of WinterKids.

For tickets or more information on Carnaval ME visit www.CarnavalME.com. Promo code [WINTERKIDS](#) for WinterKids benefit tickets will be valid while supplies last.

For more information on WinterKids, visit www.winterkids.org.

Join us for a Facebook Live event from the Eastern Prom at <https://www.facebook.com/CarnavalME/> at 9:30 a.m. today to learn more about WinterKids and Carnaval ME.

Carnaval ME is managed, owned, operated and promoted by Shamrock Signature, a division of Shamrock Sports & Entertainment focused on globally recognized events Made in Maine.

Presenting partners are Norway Savings Bank & Maine Office of Tourism. Additional partners include: AAA, Press Hotel, NewsCenter Maine, *Portland Press Herald*, Townsquare Media

Bites & Brews’ Participants: Allagash, Bissell Brothers, Maine Beer Box, Maine Beer Co. Rising Tide, Shipyard, Urban Farm Fermentory, Central Provisions, Highroller Lobster Co., Luke’s Lobster, Scales, UNION, Noble BBQ