



celebrating IRISH cinema for st. patrick's day

kanopy
stream smarter

Rose Plays Julie (2019)
Directed by Christine Molloy, Joe Lawlor

This St. Patrick's Day, Kanopy invites you to explore the rich history, vibrant culture, and cherished traditions of Ireland through our curated film collection. From captivating documentaries on Irish heritage to heartwarming stories steeped in folklore and spirit, these titles offer a meaningful way to honor the holiday and experience the magic of Ireland.

Celebrate Irish Cinema and St. Patrick's Day with Kanopy's curated collection. Check out the titles featured and their synopsis here: kanopy.com/category/10852. And use our marketing toolkit materials to promote the wonderful history, culture and traditions of Ireland through film.

Be sure to stay updated with future toolkit additions and other resources on our Kanopy Library Marketing Resources page for the **US**, **CA**, and **AUNZ**.

All images provided must be used for direct promotion of that specific film or collection.

List of Toolkit Items

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General Announcements

Print materials that showcase our St. Patrick's Day collection, which can be printed and displayed throughout your library.

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Digital Graphics

Graphics sized for various social media platforms and email, showcasing the St. Patrick's Day collection content.

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Suggested Copy

Four ready-to-use copy options for your social media posts and email campaigns.

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Programming Ideas

- Host a green and Irish-themed crafting event. Invite patrons to create Celtic knot art, shamrock crafts, or paper “stained glass” designs inspired by Irish culture.
- Spotlight Irish women by pairing St. Patrick's Day with Women's History Month programming. Highlight influential Irish women in history, literature, and the arts.
- Create a display of Irish authors and stories. Feature classic and contemporary writers alongside the St. Patrick's Day film collection. Include titles inspired by Irish folklore and mythology.
- Bring Irish folklore to life. Host a storytelling event featuring myths and tales of fairies, selkies, and leprechauns. Encourage families to attend and explore the St. Patrick's Day collection on Kanopy.

Social Media and Newsletter Copy Suggestions

Option 1

Celebrate St. Patrick's Day with Kanopy's curated collection of films that honor Irish culture, history, and traditions. Discover the spirit and stories of Ireland by exploring the collection on Kanopy! kanopy.com/category/10852

Option 2

No luck required, just great storytelling! Celebrate St. Patrick's Day with Kanopy's film collection that highlights Ireland's charm, history, and heart! Stream now: kanopy.com/category/10852

Option 3

Get into the St. Patrick's Day spirit! Stream films that celebrate Ireland's people, culture, and stories with Kanopy's St. Patrick's Day collection. kanopy.com/category/10852

Option 4

Celebrate St. Patrick's Day with films that transport you to Ireland's rolling hills and vibrant cities. Explore stories of Irish heritage, folklore, and modern life in Kanopy's St. Patrick's Day collection. Stream now: kanopy.com/category/10852

Campaign Start and End Dates

Our St. Patrick's Day collection will go live on **March 1, 2026**. We encourage our library partners to use these materials to spread the word to your community. If you have any questions about the toolkit, feel free to email us at marketing@kanopy.com.

Respectfully,
The Kanopy Team