

15 ANNIVERSARY
2012—2027

NEW TOUR

BROC: On Wisconsin in Ireland

Dublin, Irish Traditions, and Badger Game Day

AUGUST 22-29, 2027

Bring your Badger spirit to Dublin for a week of Irish traditions that builds to game day at Aviva Stadium, where Wisconsin takes on Pittsburgh. Before kickoff, hear Irish stories over lunch in a Dublin pub, walk the sixth-century monastic site of Glendalough, and step onto the pitch at Croke Park to try Gaelic football for yourself. Take a boat tour around Ireland's Eye off the seaside village of Howth, learn the story behind Ireland's famous stout at the Guinness Storehouse, and spend an evening with traditional Irish music and dancing. With one hotel for the whole week and free time to explore Dublin your way, all that's left is to show your Badger pride and Jump Around.

DAYS 1-2: WELCOME TO DUBLIN

Céad míle fáilte, a hundred thousand welcomes! Arrive in Dublin and meet your Irish guide before enjoying lunch in the Temple Bar district. Discover the capital's historic streets, Georgian architecture, and celebrated landmarks on a sightseeing tour. Settle into the Clayton Hotel Cardiff Lane, your home throughout the tour, and gather with fellow travelers for a welcome dinner. ***L, D***

DAY 3: DISCOVER DUBLIN

Begin at the Guinness Storehouse to learn the story behind Ireland's famous stout. At lunch, settle in at Nancy Hands Irish Pub for traditional Irish storytelling, full of history, humor, and folklore. This afternoon, explore Kilmainham Gaol, where leaders of the 1916 Easter Rising were held and executed. Afterward, return to your hotel for an evening at leisure. ***B, L***



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DAY 4: THE GARDEN OF IRELAND

Travel into County Wicklow, known as the "Garden of Ireland," to explore Glendalough, the monastic site St. Kevin founded in the sixth century among mountains, valleys, and lakes. Legend says Kevin once prayed so still that a blackbird built a nest in his outstretched hand. After lunch at The Wicklow Heather, visit Wicklow Farmhouse Cheese for a tour and tasting of locally produced cheeses. Return to Dublin for an evening on your own. ***B, L***

DAY 5: IRISH SPORTS AND CULTURE

Before you cheer on the Badgers, see how the Irish play. Step onto the pitch to try Gaelic football during a hands-on GAA Experience, then tour Croke Park, headquarters of the GAA and one of the largest stadiums in Europe. Lunch and the afternoon are yours in Dublin. This evening, gather for dinner with traditional Irish music and dancing at Celtic Nights. ***B, D***

WHY "BROC"?

Say it like the Irish do: broc
(BRUCK, rhymes with "luck") is the Irish word for badger.

The Irish have been telling badger stories for centuries. Saint Ciarán of Saighir, said to have brought Christianity to Ireland even before Saint Patrick, built his hermitage deep in the forest, and legend says his first followers were animals: a boar, a fox, a badger, a wolf, and a deer. When the fox stole the saint's shoes and ran off, Ciarán sent the badger to bring him back. The badger did.

Wisconsin's badgers earned the name a different way. In the 1820s and 1830s, lead miners in the southwest corner of the territory dug into the hillsides to survive the winter, and the name stuck to the whole state.

Loyalty on one side of the Atlantic, grit on the other. This August, Badgers fans bring both to Dublin. U-rah-rah!

DAY 6: HOWTH AND IRELAND'S EYE

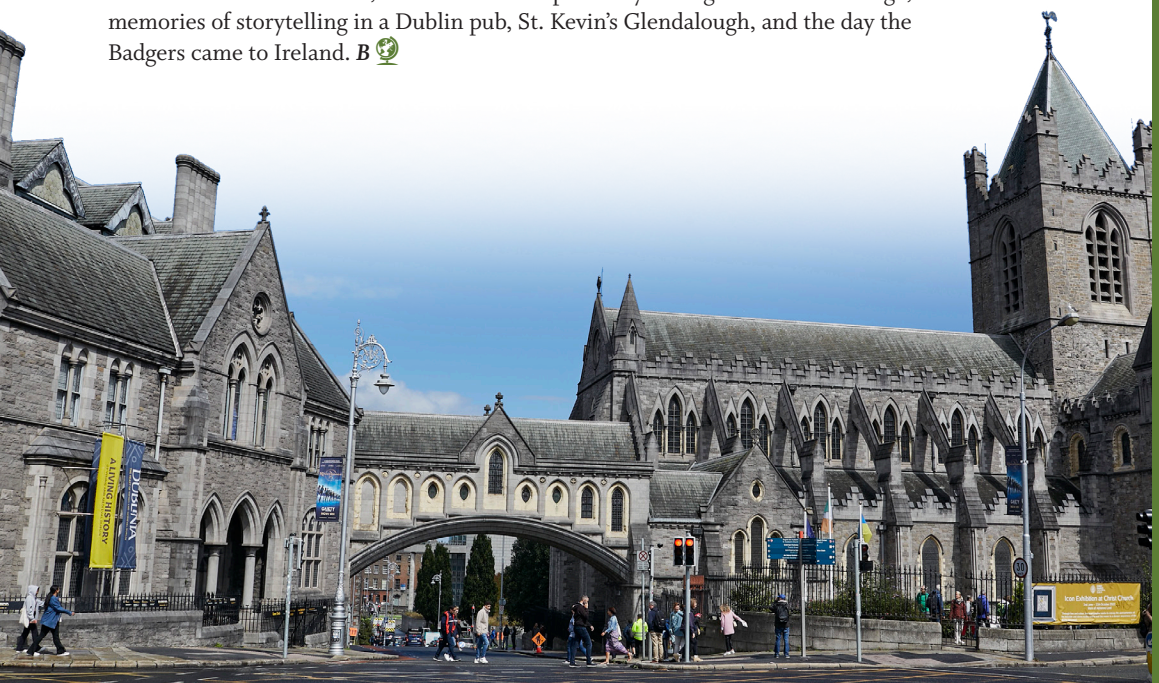
Head to the coast for a guided harbor walk in the seaside village of Howth, then take a boat tour around Ireland's Eye, a small island just offshore. After lunch on your own, return to Dublin for a free afternoon of shopping or sightseeing. Tonight, dinner is at the hotel with your fellow travelers. ***B, D***

DAY 7: WISCONSIN BADGERS GAME DAY

It's game day in Dublin! With your included ticket, join fellow Wisconsin fans at Aviva Stadium as the Badgers take on the University of Pittsburgh. Show your Badger pride, soak up the atmosphere, and get ready to Jump Around. Enjoy lunch and dinner on your own, with flexibility to take part in the game-day festivities. ***B***

DAY 8: FAREWELL TO IRELAND

After a final Irish breakfast, transfer to the airport for your flight home to Chicago, with memories of storytelling in a Dublin pub, St. Kevin's Glendalough, and the day the Badgers came to Ireland. ***B***



TOUR DETAILS

8 Days • 12 Meals
Aug 22-29, 2027
Price Per Person:
Double: $4,997; Single: $6,175
Pre/Post Hotel: $208/night
Depart/Return:
Chicago, IL

HIGHLIGHTS

- Cheer on the Wisconsin Badgers against Pittsburgh at Aviva Stadium with your included game ticket
- Try Gaelic football during a hands-on GAA Experience and tour Croke Park
- Explore ancient Glendalough and sample locally produced cheeses at Wicklow Farmhouse Cheese
- Discover coastal Howth with a guided harbor walk and boat tour around Ireland's Eye
- Enjoy Irish storytelling at Nancy Hands Irish Pub and traditional music and dancing at Celtic Nights

ACCOMMODATIONS

Nights 2-7: Clayton Hotel Cardiff Lane, Dublin, Ireland