



# The St. Patrick's Day Parade and Celebration Committee

(Operated under the auspices of St. Patrick's Day Parade, Inc. since 1992)

P. O. Box 295 Woodlawn Station, Bronx, NY 10470

Phone: 718-231-4400 Fax: 718-231-4401

NYCStPatricksParade.Org

*On The Streets Of New York City Since 1762*



January 29, 2024

## ST. PATRICK'S DAY PARADE INC. BOARD OF DIRECTORS

SEAN LANE Chairman  
 RYAN HANLON Vice-Chairman  
 BRENDAN BENN Vice-Chairman  
 THOMAS SMYTH President  
 HILARY BEIRNE C.A.O.  
 DANNY DROMM C.F.O.  
 EILEEN BARKER  
 JAMES CAHILL  
 BRIAN DUFFY  
 REILLY J. DUNDON  
 SEAN KELLEHER  
 BRENDAN G. LYNCH  
 SEAN McCOEY  
 FRANCIS McGREAL  
 CHARLES McGUIRE  
 CATHERINE MITCHELL-MICELI  
 JOSEPH MULVEHILL, MD  
 BRIAN O'DWYER Esq  
 MARTINE REARDON  
 THOMAS TUFFY  
 JOHN FITZSIMONS\*  
*Vice Chairman Emeritus*  
 \* Deceased

## PARTICIPATING ORGANIZATIONS

THE LADIES AND MEN OF THE ANCIENT ORDER OF HIBERNIANS,  
 METROPOLITAN NEW YORK  
 CLAN-NA-GAEL OF GREATER NEW YORK  
 FRIENDS OF IRISH FREEDOM IN AMERICA  
 COUNCIL OF GAELIC SOCIETIES  
 GRAND COUNCIL OF UNITED EMERALD SOCIETIES, INC.  
 UNITED IRISH COUNTIES ASSN. INC.  
 COUNTY ORGANIZATIONS, EMERALD SOCIETIES, AND OTHER AFFILIATED IRISH SOCIETIES,  
 METROPOLITAN NEW YORK

Dear Friend of the St. Patrick's Day Parade:

We are writing to you inviting you to participate in the Official NYC St. Patrick's Day Parade Program which will be published for the upcoming 263<sup>rd</sup> Parade on March 16, 2024.

By participating in the official program, you can send congratulations to the Grand Marshal Maggie Timoney or to the Aides of the Grand Marshal, as well as **advertise your business in both print and digital format**. The official program will be available to the public on our website which received 2.3 million hits in 2023, and 8,000 printed copies are distributed following the mass in St Patrick's Cathedral and on Fifth Avenue during the Parade.

The NYC Saint Patrick's Day Parade™ takes great pride in the selection of the Grand Marshal, Maggie Timoney who is an exemplary Irish American. She has been recognized for being a transformational leader throughout her career as the only senior female executive in a major beer company in the United States as the C.E.O. of Heineken USA. Maggie received both her B.A. and M.B.A at Iona University (a parade affiliated organization) and was a standout player on their women's basketball team for many years. She is native of Ballina, County Mayo, Ireland, and Maggie currently resides in Connecticut with her husband Glen and their two children.

We as a community are proud of her achievements and we know all New Yorkers can look to her and admire her as she leads the greatest Parade in the world on March 16<sup>th</sup>.

Aides to the Grand Marshal are chosen by our participating organizations in recognition of their outstanding dedication and contribution to our Irish culture and heritage and we are delighted with each and every one of them.

**Adverts can be uploaded through our preferred secure (payment) portal on our website ([click here to access](#))** or e-mailed [HBeirne@NYCStPatricksParade.Org](mailto:HBeirne@NYCStPatricksParade.Org) . If necessary, one can mailed advert with your check payable to St Patrick's Day Parade Inc to P.O. Box 295, Woodlawn Station, Bronx, NY 10470.

If you have any questions, or require ad specs feel free to email to call the Parade office at 718-231-4400 or email [HBeirne@NYCStPatricksParade.Org](mailto:HBeirne@NYCStPatricksParade.Org) or

We look forward to your reply and hope that you will be a participant in the New York City St. Patrick's Day Parade 2024 Official Parade Program.

Very truly yours,  
NYC St. Patrick's Day Parade

*Sean Lane*

Sean Lane - Chairman

*Hilary Beirne*

Hilary Beirne – C.A.O.

*New York City's St. Patrick's Day Parade is organized under the auspice of the St. Patrick's Day Parade Inc. St. Patrick's Day Parade, Inc is a 501(c)3 nonprofit organization Federal Tax ID #11-3489855*