



www.shrewsburyitalianheritageparade.com

May 1, 2024

Dear Friend,

The 3rd Annual Shrewsbury Street Italian Heritage Parade (SSHP) will take place at noon on Sunday, October 6, 2024. The parade begins at 12 noon and will travel along Shrewsbury Street to Washington Square. Participants, including floats, bands and marchers will once again be a source of pride for the entire Worcester County Community, drawing crowds from all over. Join us after the parade for a vibrant festival featuring Vendors, Live Music, and other festivities in Pepe's Restaurant Parking lot on Shrewsbury Street and along Lyons Street.

This year's SSIHP Grand Marshal is Kevin Mercadante.

Kevin was born on August 14, 1955, in Worcester, Massachusetts, the son of Louis and Lorraine Mercadante. He grew up in the Lake Quinsigamond section of Worcester and graduated from North High school in 1973. He then received his bachelor's degree in business from the Military College of Vermont Norwich University in 1977 and his associate degree in Funeral Service from the New England Institute of Applied Arts and Sciences in Boston in 1980. After graduation, Kevin spent years in the U.S. Army at Ft Sill OK, 12 years in the Mass Army National Guard and 6 years in the U.S. Army Reserve retiring in 1997. Kevin joined his family, at the Mercadante Funeral Home in 1979 and became its President in 1995.

He married Katherine (Leonard) Mercadante in 1978; they have three children Kristopher, Michelle, and Melissa, and seven grandchildren.

Kevin is a SSIHP Committee Member, a Member of the Equestrian Order of the Holy Sepulcher of Jerusalem, a Member, President, and 30-year Bocce Commissioner of the Lodge 168 Order Sons and Daughters of Italy, a Member, Past Commander and Building Manager of the Eastside Post 201 American Legion, and a Member, Vice President, and Pitch League Coordinator of the IAVC Italian American Victory Club in Shrewsbury. He is an active Member on the Finance Committee of his church, Our Lady of Mt Carmel/Loreto Church, on the board of directors for the Worcester County Reserve Deputy Sheriffs Association and has run the Memorial Day Veteran Flag placement at St John Cemetery for over 20 years. Kevin was on the Board of Directors of St Peter-Marian H.S. and the Norwich University Alumni Association in Vermont. Kevin was also a Member of the Massachusetts Ancient & Honorable Artillery Company. He was a Past State Commissioner and Treasurer of the Massachusetts Youth Football League, Past President, Coach and Sponsor of the Tom Ash Little League and Babe Ruth Baseball Leagues, and a former Member of the Massachusetts Funeral Directors Association Board of directors.

Your ongoing support is greatly appreciated and necessary. It's only with your continued generosity that we will be able to meet parade expenses, which are expected to exceed \$60,000 this year. Whether you make a small donation, become a Sponsor, or place an ad in our Grand Marshal Program Book, we truly appreciate your support.

Attached is a SSIHP Sponsor Form. Please submit by August 4, 2024.

For more information, please contact us: shrewsburyitalianparade@gmail.com or Maria Stella Fiore: 774.253.7015.

Grazie ~ Thank you for your continued support, MAY THE TRADITIONS MARCH ON!!

Kindest regards,

Maria Stella Fiore
President/Chair
Shrewsbury Street Italian Heritage Parade Committee
Non-Profit 501 (c)3