



NEWS RELEASE
Photos Attached

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**JOHN FIX, Community & Local Business Leader,
Named Grand Marshal of 18TH Annual Eastchester St. Patrick's Parade
To Be Held on Sun Mar 10 at 3pm**

FOR IMMEDIATE RELEASE

The 18th Annual Eastchester Irish-American Social Club's (EIASC) St. Patrick Day Parade will be held on Sun, Mar 10, 2024 at 3 pm—stepping off at Immaculate Conception Church in Tuckahoe. The Parade route travels to Main St then north on White Plains Rd to Lake Isle Park in Eastchester.

John Fix III is Grand Marshal for the 18th Annual EIASC's St. Patrick's Parade. He was co-owner of his family's retail hardware business, Cornell's Hardware, until it was recently sold to Aubuchon Hardware, a family-owned chain based in Massachusetts. Aubuchon Hardware kept the name Cornell's Hardware, which is still located at 310 White Plains Road in Eastchester. He is a born and lifelong resident of Eastchester and is now Inventory Control Manager for all Aubuchon-owned stores including Cornell's. Fix is known for his active local business leadership. His interest in brewing beer and local business growth extends to collaborations with Broken Bow Brewery in Tuckahoe.

Grand Marshal Fix will be joined by EIASC Parade Honorees Billy and Patty George, Tuckahoe residents and married for 33 years, on the parade route. They will all receive their Parade Sashes on Sat, Mar 2 at the EIASC Parade Gala at Lake Isle Park.

Billy George is an Eastchester Firefighter and Patty is Community Liaison for the Town of Eastchester. As EIASC members for more than 20 years, they are being recognized for extensive volunteer involvement with firefighting, school and civic organizations, and EIASC's aim to encourage appreciation of Irish culture.

“Running Cornell's, a local family business in town for more than 100 years, gave me countless opportunities to know many Eastchester residents, watch their families grow, and offer them quality merchandise and advice to help them care for their homes and gardens,” said Fix. “As Grand Marshal for the Eastchester St. Patrick's Parade, I want to highlight the hard work and special role local businesses play in strengthening civic pride instilled in me by my parents and grandparents.”

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Fix's business expertise led him to play influential roles as past chairperson and board member for American Hardware & Lumber Insurance, and past member of True Value Marketing Council, True Value Loyalty Council and True Value Retail Technology Committee. His deep commitment to the Town of Eastchester includes being past board member—Family & Community Services of Eastchester, and volunteer work with Tuckahoe/Eastchester Girl Scouts, Eastchester/Tuckahoe Chamber of Commerce, Relay For Life of Eastchester and Eastchester 5K Race.

Fix's Irish heritage stems from his maternal grandparents who emigrated from Ireland to the US in 1930. They were from Galway and Mayo, and in 2019 he applied for and was granted Irish citizenship.

He is a graduate of Eastchester High School and was inducted to the EHS Hall of Fame in 2015. Fix received a bachelor's degree from Boston University in Broadcasting & Marketing. His wife, Judy Fix, is known for her extensive volunteer work with the local Girl Scouts and public schools. He has two daughters, Megan Fix Rothbloom who is married to Travis Rothbloom, and Rebecca Fix who is married to Michael McGahren-Clemens. John and Judy have one granddaughter, Bailey Louise Rothbloom. Fix's Mom, Mary Connolly Fix, is 87 and lives in the Village of Tuckahoe in the Town of Eastchester.

Aides to Grand Marshal Fix who will join him as he leads the Parade's Line of March to its viewing stand at the intersection of Mill Rd. and White Plains Rd. are his wife, Judy, and Kevin McGahren-Clemens, a fellow Eastchester resident with Irish roots, who has volunteered his time on numerous town and community service projects. Kevin's son Michael is married to John and Judy's daughter, Rebecca Fix.

EIASC membership is open to all. Gala, Parade and Membership details are at eastchesterirish.org. EIASC is a nonprofit organization founded in 1966 with members from Eastchester, Tuckahoe, Bronxville, Crestwood and surrounding communities.

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