



NEWS RELEASE
Photos Attached

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**New Generation of Young Irish American Adults Celebrated with Selection of
RÓISÍN WILEY, Businesswoman & 2023 International Rose of Tralee, As
Grand Marshal of the Eastchester St. Patrick's Parade
—Sun Mar 16 at 3pm—**

FOR IMMEDIATE RELEASE

The 19th Annual Eastchester Irish-American Social Club's (EIASC) St. Patrick's Day Parade will be held on Sun, Mar 16, 2025, 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. Naming Róisín Wiley as Grand Marshal showcasing the parade's 2025 theme highlighting young adults of Irish American heritage making a mark in their careers, communities and even around the world.

Grand Marshal Wiley will be marching with EIASC Parade Honoree MaryEllen (Fitzsimmons) Barbieri. They will receive their traditional Parade Sashes on Sat, Mar 1 at The Wicked Wolf North, a restaurant located, adjacent to Tuckahoe, in Yonkers.

Tuckahoe's own Róisín (pronounced ROE-sheen) Wiley was named the Parade's Grand Marshal as she represents how young adults are combining professional growth and personal service to build a better world. In business, she is achieving career success as vice president of National Sales at Neptune Retail Solutions, a consumer marketing firm delivering omni-channel media and incentives to shoppers for such prominent companies including Target, CVS Health and Kroger.

Helping others is a strength embodied by Róisín. She was named the 2023 International Rose of Tralee. The Rose of Tralee Festival is one of Ireland's longest running, largest and most prestigious festivals. It is centered around 32 Roses (young women) from around the world. Roses are selected based on personality, aspirations, and intellect. Wiley was selected as the 2023 New York Rose. The festival culmination is the selection of one Rose as the International Rose of Tralee. As 2023 International Rose of Tralee, Róisín traveled around the world as an ambassador to the Festival, Ireland and Irish Americans.

“Being Grand Marshal is a full-circle moment for me,” said Wiley. “Bringing together my participation in this Parade as an Irish dancer for many years, my career opportunities and my Rose of Tralee experiences, this honor recognizes the valuable contributions younger Irish Americans are accomplishing to make the world a better place.

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Wiley is a first-generation Irish American. Her parents, Eddie & Majella, were born and raised in Ireland, moved to New York in the 1980s and settled here to start their family. Both are from Co. Limerick. They moved to Tuckahoe in 2003, where Wiley attended Greenvale Elementary and Eastchester Middle and High schools. She graduated Fairfield University in 2017 with Cum Laude honors in marketing and public relations.

During Róisín’s time as the International Rose, she completed a humanitarian aid trip in Poland and provided aid to Ukrainian refugee orphans with the Happy Kids Foundation, as well as walked the Camino de Santiago raising funds for Clionas Foundation. Wiley also traveled around Ireland visiting schools, elderly homes, and businesses to spread the messages of goodness and positivity.

In keeping with the Parade theme saluting young adults from Irish American backgrounds, Róisín has selected family and friends as her Parade Aides to join her along the parade route.

Róisín’s four Aides are her younger brother John and great friends Briana Jagoe (formerly Travers), Daniel Hendry and Cathrena Collins, the 2022 New York Rose of Tralee. They are all Eastchester natives growing up in families active in EIASC. Through friendship, guidance, and endless support they have shared with Róisín’s many milestones as they grew into adulthood.

Honoree MaryEllen (formerly Fitzsimmons) Barbieri, an Eastchester resident since 1992, is a dedicated, hardworking EIASC volunteer, for more than a decade, where she plays a critical role fundraising. She solicits donations, and coordinates prizes and raffles for EIASC events. Funds raised support the EIASC’s Mary Denning Scholarship to assist members’ children with their education or trade pursuits in addition to local nonprofits to expand knowledge of the value of Irish culture.

Barbieri has volunteered significant time for other community organizations including as a Girl Scout leader in Eastchester, a music teacher in Bronxville Day Camp, a board member for the Wilmont Manor Community Assn and for many years as a member of the local PTAs. She is Director of Family Ministries for the Scarsdale Community Baptist Church. As a graduate of SUNY Fredonia, she holds a Bachelor of Science in music therapy and applied voice.

Barbieri’s Irish lineage traces to her maternal grandparents from Co. Leitrim and on the paternal side from Co. Tralee. Her husband Peter is a sales engineer for Watsco, a company specializing in HVAC. They have three children, a son Peter, married to Taylor who are expecting the Barbieri’s first grandchild in Feb; and daughters Katherine and Lauren.

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