2023 GRAND MARSHAL PG 11

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2022 ST. PATRICK'S DAY PHOTO GALLERY PG 21 PARADE AND RUN MAPS PG 60

2023 SHAMROCK RUN MARCH 18 BAM

2023 PARADE MARCH 18 10AM











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THINK OF THIS: DO GOOD THINGS OR **BAD THINGS HAPPEN IN THREES?**

HAT PRINCIPLE HAS BEEN

debated for generations, and it depends on if you're a glass half empty or glass half full kind of person.

Three strokes in golf, three strikes in baseball, a three pointer in basketball; all are considered great accomplishments by the one performing said feat.

A football field goal, a hockey hat trick, the trifecta in horse racing; other impressive accomplishments.

The Holy Trinity, the shamrock and how St. Patrick used the two interchangeably to explain the Father, Son and Holy Spirit. Faith, Hope and Love is another example of the power threes.

Three championships designate a dynasty. Three is the smallest number used to create a pattern.

The Rule of Three is a writing style based on the idea that humans process information and retain information using patterns often explained in threes. If you haven't noticed, I've done so in several sentences thus far.

Plays have three acts, the basic principle of film is divided into thirds: beginning, middle and end.

The Ancient Romans valued the Rule of Three, and the latin saying 'Omne trium perfectum' means everything that comes in threes is perfect.

In March, we'll welcome the third Mockler into the exclusive fraternity of Grand Marshals. Tim Mockler joins his brother Patrick and his father Gary.

"Three" is a special number to me. I'm the third child of six behind my older brothers, Denis and Michael. Kevin, Maureen and Mark are the younger three. Sometimes my dad called me, "Number 3."

In Hebrew, "three" means harmony, new life and completeness. In the Bible, the number three appears 467 times.

In 1980 - my first experience with St. Patrick's Day in Baton Rouge - I did a live broadcast from the old downtown parade route where there were just three units: a convertible, a float and a horse-drawn carriage. Boy, a lot has changed since then.

This year for the first time, Mabyn and I will walk the parade route with our three grandchildren: Nora, Parker and Ava.

I hope to see you out there on the Third Saturday of the Third Month of Twenty-twenty-THREE.

FOUNDER The Wearin' of the Green, St. Patrick's Day Parade

Left to right Nora Maxcy, Pat Shingleton, Parker Shingleton, Mabyn Shingleton, Áva Maxcy

Pat, the 3rd, out of 6 kids, #3 Left to right: Kevin, Pat,

Mike, Dennis,

Shirley and

Hab Shingleton

THE BELT PAT SHINGLETON WORE

during the ceremonies of the 2022 parade has been referred to as a "Championship Boxing Belt." It is a tradition that began many years ago in wrestling, car racing and now a parade Grand Marshal. Often the belts are displayed on the "lap" of the recipient such as "Titus" on Fox News or held overhead by the winner of a boxing bout.

For years, Bofingers Tree Service has awarded their folks with a "belt" recognition. In 2019, at the Slattery Room at Mockler Beverage Budweiser, Jim Eaves, who contributes much to the parade, awarded the first Grand Marshal, Pat Shingleton, with "The Official St. Patrick's Day Parade, Wearin' of the Green" Belt.

When Todd Graves saw him wearing the belt on Parade Day 2022, he wanted one. Pat initiated another parade tradition. Each Grand Marshal keeps the original belt for one year. Todd said, "No Way! I want my own." Todd and his team designed and ordered their own. I guess it's another way of having a "belt" on Parade Day! Either around the waist, in a glass or both!

Todd Graves helping to "dress Pat."



Hoping everyone finds their pot of gold this St. Patrick's Day!



Happy St. Patrick's Day!



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3765 Government Street, Suite A, Baton Rouge, LA, 70806 650 Poydras Street, Suite 1400, New Orleans, LA, 70130

Attorneys At Law - Robert M. Lucky & Michael T. Malinowski Jr. - LA-22-13959

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PUBLISHED BY The Parade Group, LLC

DESIGNED BY STUN Design

PHOTOGRAPHERS John Balance; Hilary Scheinuk; Brandon Gallego

CONTRIBUTING WRITERS Brittany Weiss Shingleton; Michael Shingleton; Pat Shingleton

WEBSITE TEAM Bruce Kelfstrom | 27 Minds Digital edition available at wearinofthegreen.com/ magazine



BUSINESS MANAGER Mabyn Shingleton

THE PARADE GROUP, LLC 6906 Moniteau Court | Baton Rouge, LA 70809 225-505-5466 | bririshparade@gmail.com Facebook /IrishParade Instagram /irishparadebr /shamrockrunbr

ABOUT THE (OVER

The 2022 parade will be remembered for many things, one of which will be the hundreds of smiling Irish plush puppies that made their way into the arms of kids as they were tossed from Raising (anes floats.



ELCOME TO BATON ROUGE AND CONGRATULATIONS

VV to the Parade Group LLC on the 38th Wearin' of the Green St. Patrick's Day Parade! Congratulations also to the 2023 Grand Marshall, Tim Mockler of Mockler Beverage, another business born in Louisiana and family owned since 1987.

Louisiana is about family and tradition, and the Wearin' of the Green Parade certainly embodies Louisiana's unique ability to bring families and friends together from near and far. It has been my pleasure to welcome parade goers during my tenure as your governor. On behalf of the great state of Louisiana, have a safe and fun parade day and Happy St. Patrick's Day!



JOHN BEL EDWARDS



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FROM THE LT. GOVERNOR



JOBODY THROWS A PARADE LIKE WE DO IN

Nouisiana! That includes the Wearin' of the Green St. Patrick's Day Parade in Baton Rouge, which draws visitors from all over.

As Lieutenant Governor, my job is to promote the great state of Louisiana. I am so passionate about our culture, history, great food, music and fun. This award-winning parade is an annual tradition for thousands who come to create memories that last a lifetime.

In its 38th year, The Parade Group, LLC has organized one of the most well-attended parades in this region. Along the parade route from Hundred Oaks and Acadian, to South Eugene, Terrace and Perkins Road, a fantastic line-up of floats and marching bands entertain parade-goers.

This year, we recognize one of Louisiana's great ambassadors, Tim Mockler as 2023 Grand Marshal.

Thank you to The Parade Group, LLC, and the Shingleton family for continuing this wonderful parade and tradition. So wear your green and come Feed Your Soul here in Louisiana as we celebrate St. Patrick's Day and the Wearin' of the Green Parade!







EAR FRIENDS AND VISITORS,

One thing is for sure, here in Baton Rouge, we enjoy our parades and festivals! It's truly the fabric of our community and culture.

After two years of postponement due to the pandemic, the 2022 epic return of the 'Wearin' of the Green' parade was just the celebration our city needed and longed for. It was a picture-perfect day in Baton Rouge. Vibrant parade floats decorated with St. Patrick's Day themes dazzled against the clear blue sky while listening to the electrifying sounds of Southern University's Human Jukebox.

As Mayor, witnessing the crowd's unity, cheers, and excitement brought me much joy, further, proving the people's love for Baton Rouge.

The "Wearin' of the Green" parade is undeniably a staple in Baton Rouge's history. The annual "Wearin' of the Green" parade is one of Baton Rouge's most acclaimed holiday celebrations and has become a tradition that brings together friends, families, and strangers.

Baton Rouge's St. Patrick's Day festivities honor the longstanding history of Irish Americans in Baton Rouge and celebrate their many contributions.

Sincerely,

SHARON WESTON BROOME MAYOR-PRESIDENT





ROM THE TIME WHEN I BECAME AWARE OF MY OWN

birthday cake, eating turkey at Thanksgiving, receiving a Christmas gift or setting off fireworks on the Fourth of July, the passing of my years has been marked by special days of celebration. That list of holidays was set for most of my life until I arrived in Baton Rouge. Now I have added one more celebration to anticipate each year, the annual Wearin' of the Green St. Patrick's Day Parade. Like all the other holidays I treasure, this parade gathers the city in a family-oriented celebration where we come together as one community and enjoy the best of who we are. I pray and ask God to bless this year with a joyful spirit and that our Wearin' of the Green parade will help in building unity not only within our own neighborhood but between all neighborhoods within the city of Baton Rouge.

Peace be with you,

MI(HAEL G. DV(A bishop of baton rouge





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Enjoying the Slattery Room at Mockler are (I to r) Kevin Shingleton, Michael Shingleton, Tim Mockler, Pat Shingleton, Todd Graves, Patrick Mockler, Dennis Shingleton, Spence Maxcy, Spencer Shingleton

TIM MOCKLER 2023 GRAND MARSHAL

BY MICHAEL SHINGLETON

THE WEARIN' OF THE GREEN ST. PATRICK'S DAY PARADE

is thrilled to welcome Tim Mockler, owner of Mockler Beverage Company as Grand Marshal.

"We believe in family." - That's the slogan front and center on the Mockler Beverage website. On the home page, you won't find the hottest beer deals, promo codes or pontification about the latest and greatest. You'll find, as the site automatically cycles through a cache of images - pictures of their family; not necessarily The Mocklers, The Owners, but the Mockler Family.

Now, most within The Family are not connected by blood, not of common ancestry, not legally related in any way, shape or form. But they are connected by affiliation, by culture and by dedication.

"Culture. People. Family." The trinity at Mockler Beverage incubated over many years by the late Gary Mockler - 2003 Grand Marshal, and sustained and grown by his two sons, Tim and Patrick - Grand Marshal in 2018.

About 36-hours before the parade in 2022, I had a conversation with Tim inside the Slattery Room at Mockler's headquarters following the party celebrating the previous Grand Marshal. I thanked him and Patrick – once again – for the hospitality over these many years.

Truth be told - at the time - I had unwarranted reservations about our continued use of their bar, The Slattery Room, for





our pre-parade celebration. It was probably more of a sense of hesitancy and anxious uncertainty about the future. And I told Tim that.

He looked at me like I was crazy and said, "are you kidding me?! The Family looks forward to this night and the parade all year. There's a reason we have our sons here tonight to experience this and understand the importance of this relationship."

In a quick trip down memory lane, I'll take you back to 1987. I don't remember it. Afterall, I wasn't quite two years old, but here's what I've been told.

Leading up to the second Wearin' of the Green Parade, there wasn't a lot of



money coming in to organize and sustain the parade. So, Pat Shingleton called a meeting with TJ Moran and a relative newcomer to Baton Rouge: Gary Mockler.

Pat cut through the pleasantries and laid his cards right there on the table at what used to be Ninfa's Mexican Restaurant.

'Fellas, I need four marching bands in this parade. Can you help," Pat questioned. Without much discussion, Gary and TJ laid their money on the table and offered additional help and advice if needed.

That meeting over margaritas set the foundation for threedecades of relationship. The Mocklers have upped the ante each year. What started as a beer truck and a couple of guys holding a banner in the late 1980s, blossomed into a convoy of decorative and unique floats that have been a crowd favorite for nearly 40 years.

The Bud Man, the Bud Girls, vintage Jeeps and giant inflatables throughout the 90s and 2000s. Last decade the

"WE BELIEVE IN FAMILY"

low



RESEN



world-renowned Budweiser Clydesdales came to Baton Rouge first in 2016 and again in 2022, and it's no easy feat getting them here.



But the cornerstone has always been The Family float loaded with members of the Mockler staff.

Having loosely been around Mockler Beverage most of my adult life (I actually worked there lifting kegs far too early in the morning in the summer of 2004... yeesh), nothing ever seems like a mandatory or forced work event. The camaraderie and passion speaks directly to the core values developed by Gary in the 1980s and sustained and grown by Tim and Patrick ever since: Culture. People. Family.

Gary died in 2020 at the age of 82, and there's no doubt he's pleased with how his boys have grown the company. Mockler Beverage acquired Buquet Distributing Company of Houma in March 2022 and with that a much larger geographic footprint of distribution superiority in Louisiana.

If you're buying a beer in the following parishes, there's a good chance, The Family got it there: East Baton Rouge, West Baton Rouge, Pointe Coupee, East Feliciana, West Feliciana, Iberville, Ascension, Assumption, St. Mary, St. James, St. John, St. Charles, Lafourche, Jefferson, Orleans, St. Bernard and Plaquemines.

Right after the parade in 2022, I spent some time with Tim over a couple of beers while watching Nelly perform at Uncle Earls and the Baton Rouge celebration of St. Patrick's Day that Todd Graves and the Shingletons put together. You could see the wheels turning. It was like a movie watching Tim imagine what that experience is like. Now he's going to live it.

Think of life without family. It's the bedrock of the core values we all hold so dear.

"WE BELIEVE IN FAMILY"

WE do too.

So, raise a Bud to our 38th Annual Wearin' of the Green St. Patrick's Day Parade Grand Marshal Tim Mockler, raise a Bud to The Family, raise a Bud to the continued relationship with the Shingletons in the decades to come.



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Your lucky streak starts here with our signature Old Fashioned, made with Basil Hayden bourbon and layered with sweet toasted vanilla. Toast with a classic and join us for Prime hand-cut steaks, seasonal chef selections and memories you'll cherish for years to come.



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TODD GRAVES 2022 GRAND MARSHAL

BY MICHAEL SHINGLETON

EVER HAS THERE BEEN GREATER ANTICIPATION and excitement than what transpired leading up to the 37th Annual Wearin' of the Green St. Patrick's

Day Parade. After all, it was three years in the making after two years of pain, two years of uncertainty, two years of plague and subsequent restrictions handed down by all levels of Government.

In the fall of 2019 about a month after Todd Graves - Fry Cook, Founder and CEO of Raising Cane's - was named Grand Marshal, he said, "I want to make [this parade] a memory for me and everybody else."

And right out of the gate, it was. Todd had out-of-the-box ideas and plans. He and Pat Shingleton discussed dyeing the Mississippi River green. That plan derailed when they realized just how much dye they'd need amongst other challenges.

"You've seen how the City of Chicago dyes the Chicago River green, right? Take the amount of dye they use and multiply that by about 300. That's what we would've needed, and that wasn't the biggest challenge. We would've had to

> have dumped the dye far upriver because of the current, and it only would've lasted about 15 minutes before it was gone," Pat explained.

> > And with the City-Park Lake already covered in a thick layer of green algae, that was the next best option that required no work.

March 7, 2020 - The inaugural Emerald Ball featured Snoop Dogg. There was an 'interesting' haze



throughout The Basin Music Hall on Third Street in downtown Baton Rouge. Wearin' of the Green flags draped the inside of the bar. The theme was (obviously) green, and the outfits of the hundreds in attendance matched. Outside the venue, the city had already turned green a week before the parade was set to roll.

The State Capitol lights illuminated the downtown skyline in an emerald glow. Shamrocks dotted the pavement along Third Street. Hundreds of homes along the parade route had green flood lights, flags and decorations ready for the 35th parade.

The Emerald Ball was a huge success. No one could've imagined what would happen in the coming days.

Two years later and what you might not know: less than three months before March 19, 2022, it was still uncertain if the



parade would roll according to guidance from the City-Parish.

But based on the excitement, anticipation and litany of surprises - years in the making - when it ultimately did, it was going to be special.

March 19, 2022 - Mother Nature's Irish eyes were smiling down upon Baton Rouge that day; not a cloud in the sky, a brisk 45 degrees to begin the day and only warming to 70 degrees.

By 7:30 a.m., a gaggle of green floats rolled up to float check-in. It was Todd's krewe. Three gorgeous floats loaded with Raising Cane's plush puppies, personalized beads and throws, and a couple of hundred of Todd's closest friends, family members and employees.

Float one featured Todd, his family and a close friend, Nelly. The float had somewhat of a Greek-God theme with doric columns supporting a roof with flashing LED lights, a painting of Cane wearing green shamrock glasses and a Kelly-green bowler hat and written atop the front of the float; "Wearin of the Green Grand Marshal Todd Graves... and Nelly."

"I am so ready for this parade; it's been two years," Todd said. "Let's have a fantastic day."

Close friends filled float two, and on the front of it: a massive statue of Cane. Rounding out the entourage was the Raising Cane's float full of Todd's team.

And Todd's krewe had so much swag to throw, Cane's had to bring a box truck to replenish the supply during the route.

By 9:30 a.m., the float line-up had taken shape. For just the second time, the Mockler Family and Mockler Beverage Budweiser arranged for the Budweiser Clydesdales to traverse down to Baton Rouge to participate in the parade.

At the end of the line-up, the world largest potato -The Big Idaho Potato Truck - rounded out a decorative contingent of 80 floats, walking groups, high school bands and dignitaries.





Wearin' of the Green Tartan

To commemorate being Grand Marshal of the 35th Annual Wearin' of the Green parade, Pat and Michael Shingleton and I designed a custom tartan. It was produced by 8Yards in the UK, and is an officially registered tartan. Each element symbolizes a special part of our local tradition.

Green and White - Wearin' of the Green Brown - the Mississippi River

(Pat actually wanted to dye the river green!) Red - City of Baton Rouge "Red Stick"

Purple & Gold - The Tigers' National Championship win in 2020 (The 35th annual parade was supposed to roll that year but

was canceled due to Covid 19.) Enjoy!

ODD

For the first time in parade history, two collegiate marching bands performed during the opening ceremony before sashaying down

the route.

The Southern University Human Jukebox brought the house down at the corner of Hundred Oaks and S. Acadian Thruway with a five-minute performance followed by the Texas Southern University Ocean of Soul Marching Band.

On stage, Pat Shingleton methodically went through a list of proclamations and welcomed elected leaders before - after three years - introduced the 35th Grand Marshal.

"He has maintained the enthusiasm, passion and commitment to this wonderful event. No matter where his business interests take him, he is grounded here. He is a great ambassador to the City of Baton Rouge and the State of Louisiana. Please welcome the longest running Grand Marshal, Todd Graves."

Another first - Pat and Todd were wearing custom Wearin' of the Green tartans designed by Todd and his team. Todd picked the colors, fabric and design to signify the vast connections between Baton Rouge and Ireland.

'I'm very grateful to be Grand Marshal and be able to participate," Todd said. "My wife Gwen and I were dating when we started coming to this parade. It's been very special to us."

Special, it was. Todd Graves set the bar of what's expected in a Grand Marshal.

The Raising Cane's slogan sure is fitting: ONE LOVE®; and Baton Rouge sure loved it.













(LYDESDALE' RETURN

Back in 2016 when the Clydesdales made their last appearance at the Wearin' of the Green Parade, it rained. We were blessed in 2022 to have beautiful skies and a perfect day for the Budweiser Clydesdales to be at the lead of our parade again. Thanks to Mockler Beverage for bringing them back. The Budweiser Clydesdales continue to be an enduring symbol of the brewer's heritage, tradition and commitment to quality, making hundreds of appearances across the country each year.



















EVEN DAYS BEFORE THE 2020 WEARIN' OF THE GREEN Parade, the Emerald Party swung into full action on Third Street. Preplanning included having shamrocks painted down Third Street like we do for the actual parade route. That morning shamrocks led into the entrance of the party. Our 2020 Grand Marshal, Todd Graves, brought Snoop Dogg to Baton Rouge. Over 500 people enjoyed the evening starting out with Geaux DJ, then DJ Snoopadelic by Snoop Dogg and climaxing with the Chee-Weez. March 7, 2020 - Shamrocks on street leading into venue. Plush Puppies. Parade Flags. Beads. Snoop Dogg.

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Bono and the Edge walk into a bar in Dublin. The barman exclaims, "Not V2 again!"









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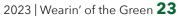
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2023 | Wearin' of the Green **27**































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THANKS FOR The memories!

CHEERS TO THIS YEAR'S WEARIN' OF THE GREEN PARADE!



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2023 | Wearin' of the Green **29**

BATTLE OF THE BANDS

HIS WASN'T THE FIRST TIME THEY FACED OFF, AND it won't be the last.

Whether it be on a football field, in an arena, or at the corner of Hundred Oaks and S. Acadian Thruway minutes before the 37th Annual Wearin' of the Green St. Patrick's Day Parade, The Southern University Human Jukebox and The Texas Southern University Ocean of Soul marching bands collectively brought down the house entertaining the thousands of people waiting for the parade to begin.

Both Drum Majors were adamant: this was not a battle of the bands. That moniker is reserved for the annual Historically Black Colleges and Universities (HBCUs) competitions showcasing the best the country has to offer.

But for those of us that've never experienced one, the parade performance was special. After all, it was the second consecutive parade for the hometown favorite – The Human Jukebox, and it was the first time The Ocean of Soul made the 273-mile trek from Houston, Texas to participate.

If you've never been in the line-up zone of the parade prior to the 10:00 a.m. start, it's typically a jumbled, noisy, nonharmonic cadence of 10 to 15 high school marching bands warming up; all playing different songs and scales at the same time.

Well, when Southern University cranked up about five minutes before parade rolled, you could see the high school band members, teachers and parents stop, watch and listen. As did the floats, krewe members and parade marshals!

And during that performance, Texas Southern was getting into place right across the intersection on the south side of

Hundred Oaks. This wasn't orchestrated. Southern University was set to follow The Grand Marshal, Todd Graves, down the parade route. **Texas Southern** was set to round out the float line-up by marching at the end in front of the iconic 1947 Mack Firetruck.

Let's call it serendipity.

After Southern University finished, Texas Southern paused for a minute or so, then BANG. We were off to the races again.

WOVLDN'T HAVE BEEN POSSIBLE WITHOVT

RAISING CANE'S AND BERNHARD CAPITAL

You could feel it. The percussion and brass rattling your spine. The horn section piercing your ears but in a good way. Especially on a cooler-than-usual March morning, it definitely got the blood pumping. Who needs coffee?

Two college bands, two HBCUs marching in the same parade in Baton Rouge is rare. It wouldn't have been possible without Raising Cane's and Bernhard Capital.

















2022 BANDS WHO PARTICIPATED

United States Marine Corps Band Baton Rouge Pipe and Drum Corps Director Bob Cargo Caledonian Pipes and Drums Director Stanley Massinter Amite High School Director Aubrey Warren Baker High School Director Micheal Bingham Belaire High School Director Trevon Johnson Carmouche Performing Arts Band Director Todrick Carmouche Cecilia High School Band Director Julian King East St. John High School Band Director Llolowen Robinson Glen Oaks High School Band Quaneal Nixon McKinley High School Band Director Alan Sharlow Plaquemine High School Band Director Anthony Hollins Scotlandville High School Band Director Dwayne Nathan Southern Lab High School Band Director Jeffrey Herbert The Tiger Rag Tag Band Director Chip Alcon & Ryan Thibodeaux West Feliciana High School Band Director Antonio Gardner









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SHAMROCK RUN 2022

RACE DIRECTOR: BRITTANY WEISS SHINGLETON

AFTER A PANDEMIC VIRTUAL DETOUR IN 2020,

the Shamrock Run was back for its third event in 2022. Runners congregated on Perkins Road early that Saturday morning - a cool, crisp day on the cusp of spring.

The energy in the air was electric as people came dressed in their Shamrock Run t-shirts and green accessories. The yellow Varsity Sports arch stood high above Perkins Road, ready to accept finishers. DJ Diana played pump-up music setting the energy for the morning. Regymen Fitness helped runners warm up, get the blood flowing, and channel their focus. The countdown was chirped into the microphone by Al Moreau of Moreau Physical Therapy, a founding Shamrock Run sponsor. As the horn blew, hundreds of runners took off toward the Perkins Road overpass, passing businesses, winding through oaklined streets, around parks, and through the neighborhood.

The 5K course, made up of 3.1 miles, takes place on the historic Wearin' of the Green Parade route just before the decades-old tradition begins. Along their way, runners were cheered on by people getting ready to watch the parade.

Nearly as fast as they left, they returned. Caleb Doan and Jessica Jones were the top male and female finishers to pass under the yellow arch. After them, another 491 people crossed the finish line.

As they wrapped up their race, hundreds of people enjoyed freshly cooked jambalaya by Cooking in Central, cold drinks, and other snacks at the race after party behind Moreau Physical Therapy. Runners gathered around talking, laughing, and comparing race times.

Now with their workouts finished for the day, many felt accomplished and looked forward to celebrating St. Patrick's Day with the parade.







































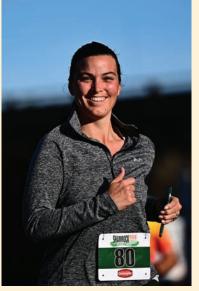




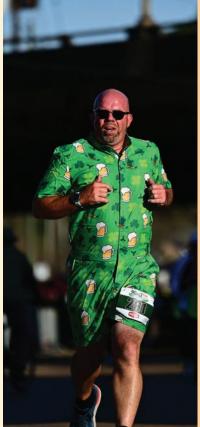






























Rebuilding Together BR ⁵⁰⁰ June 17, 2022 thousand sic hundred filty two and 00/100's ⁵⁰⁰⁰⁰

The Parade











15 GO

Rebuilding Together.

Baton Rouge





REBUILDING TOGETHER BATON ROUGE

The Shamrock Run was proud to support non-profit Rebuilding Together Baton Rouge. The organization helps people stay in their homes longer by offering free building improvements to elderly, disabled, or low-income homeowners. With the help of run participants, the 2022 Shamrock Run presented RTBR with a check to help fund home repair improvements in the Baton Rouge community. COMPETITION

RUNNING BROTHERS

OU COULD SAY THAT RUNNING RUNS IN

the family, since Caleb and Conor Doan have been doing just that - running - since they were little kids. They both have fond memories of joining their dad on road races and signing up for kid events.

The competition picked up for the both of them in middle and high school where they ran track and cross country in their home state of Virginia. Then they both competed at the collegiate level. Conor ran track and cross country for George Mason University and Caleb ran for the club cross country team at the University of Virginia. Now they're running much longer races, accomplishing marathons, half marathons, 10Ks, and the 5K Shamrock Run where they've taken first and second place respectively - twice.

"Running has been a really cool way that we've been able to bond," said Caleb.

The two brothers moved to Baton Rouge when Caleb started his English PhD at LSU. Conor moved with him, that's how close they are. Conor started working full-time at Varsity Sports in 2013 and Caleb worked there part-time starting in 2015.

"I was born with a best friend," said Conor.

In 2019, the brothers signed up for the inaugural Shamrock Run and blew away the competition. The second year the race was virtual, but the third year they were back with a lot to celebrate.

Conor's wedding was that Saturday night, after the run and parade. Caleb came down from Grand Rapids, MI, where he's been teaching at Grand Valley State University. The brothers and several wedding guests showed up to race the morning following Friday evening's Rehearsal Dinner. The warm up may have been a little rough, but it didn't slow them down.

"Everyone was out cheering people on," said Conor. "Most of the family had never been to a parade - an actual Louisiana parade - so that was a unique experience for half of the guests that came to the wedding."

The cool, early morning before the run welcomed guests and registrants from all over. The Shamrock Run takes runners down the historic parade route where people who are already in their parade-viewing location cheer them on.

"I love the course because it's fast and fun, but also challenging with the overpass and then the long golf course hill," said Caleb. "Then you just feel really accomplished and then you can have fun at the parade and this time I also got to have fun at Conor's wedding."

Caleb was Conor's Best Man. He was also first to cross the finish line at the 2022 race.

"Caleb keeps on getting me every year so far, maybe this upcoming year will be my turn to whoop up on him, we'll see," said Conor. Caleb supports that sentiment.

"If I don't make it, I hope Conor holds up the mantle and takes the W for me."

The brothers have continued their friendly competition from afar by comparing times. Right now, they're both angling for a new personal record in the 30-40 marathon age group.





Wedding photos: Taylor Cutr

Photograph

INTRODUCING 2023 OFFICIAL PARADE POSTER

N 2018, THE TRADITION OF PRINTING ANNUAL PARADE POSTERS WAS

reignited when Katie Shingleton Maxcy designed a vintage-style poster depicting a band major with pipe in mouth... marching with a blackthorn shillelagh.

Our 2019 poster illustrated the true flavor of our parade as seen from the foot of the Perkins Road Overpass. The United States Marine Corps Band was featured predominately with float riders tossing beads to the excited crowds as well as the Shingleton fire truck that brings up the rear of the parade annually.

The 2020 poster was created by Ray Gallegos, Creative Director for Raising Canes. This 35th Anniversary Poster features the Raising Canes' plush puppy adorned in a

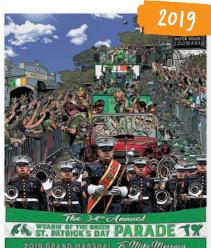
leprechaun outfit. Our 2020-2022 Grand Marshal was CEO Todd Graves, one of whose passions is pet welfare.

Hot off the press is our 2023 poster announcing Grand Marshal Tim Mockler. It was created by Courtney Morgan, Marketing Director at Mockler Beverage in Baton Rouge. You'll see this poster around as we have increased the number of posters we printed for the occasion.

(heers!

HOT OFF THE PRESS! 03/18 2023







Our online store offers these collectible posters in addition to other St. Patrick's Day merchandise. Visit **www.wearinofthegreen.com/store** to see more.









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GREEN WITH JOY

It's the perfect time to let your inner Irish out and celebrate with one of Baton Rouge's favorite parades! Don't miss the Wearin' of the Green parade on Saturday, March 18th. Make a full day out of it, and find more things to do after the parade wraps up at **VisitBatonRouge.com**

Rain or Shine

The Parade Rolls at 10 am!

UNDER THE MYRTLES

BY HENSLEY CREAGHAN

AVING GROWN UP A BLOCK FROM CITY PARK,

the Wearin' of the Green Parade has always had a special place in my heart. When I was a teen, we moved to a house on the route! Every year we hosted large parties where family, friends, and all of their friends came. I was excited when my high school crush, Colin, attended some of the parties.

Years later, Colin racked his brain for the perfect way to propose. He decided that the best way would be at the Wearin' of the Green Parade. In our back yard, under the orange trees that my father and I planted, I said yes to my high school crush. It was perfect and I was completely unsuspecting.

We were engaged for nearly two years, in search of a venue that would be both unique to us and memorable for our guests. We toyed with the idea of a destination wedding since he has family in Ireland but decided to have it here. We began planning for a small, private backyard ceremony prior to the parade rolling by, but Mother Nature had other plans. It rained several times in the days leading up to the date leaving our back yard a boggy mess. We moved the ceremony to the front yard, right on the parade route!

Friends and family gathered, and soon parade-goers were interested in what was going on in our little front yard. Our daughter, Zoe, was my maiden of honor, and Colin's best friend, Drew, was his best man. The moment was finally here! Escorted by my friend Alan, I walked down our front steps, down the grassy aisle, toward my future husband and our dear friend Konnor, who was officiating. During the ceremony, more and more revelers stopped to watch and to be part of our special day. We closed the ceremony with the full Irish Blessing. As soon as it ended a completely unrelated DJ across the street played Celebrate Good Times by Kool & the Gang, as hundreds of strangers cheered, and all of our guests laughed with us. Colin and I then went to the back yard to have our first dance privately. Everything else was so public, we wanted this moment to ourselves. Our "reception" was the parade and we got to celebrate for hours with everyone we love.

We were married under a trinity of 80-year-old crepe myrtles and I often look at them and remember that wonderful day. Each year, instead of celebrating our actual anniversary we have all of our friends and family over for the Wearin' of the Green Parade to celebrate together. This year will be our 10th anniversary and we look forward to continuing our tradition. What's the main difference between an Irish wedding and an Irish funeral? •NE LESS DRVNK AT THE PARTY!

ar



PARADE HISTORY























The first Wearin' of the Green St. Patrick's

Day Parade rolled down one lane of Perkins Road starting at City Park and ending at Zee Zee Gardens Pub.

For the second year, the parade was held up when the Kansas City Southern Railroad train intersected the lineup.

After five years, parade organizers developed the new parade route you still see today.

The Storm of the Century dropped the

temperature into the mid-30s to start the eighth Wearin' of the Green Parade. Snow blanketed Baton Rouge the night before.

The City of Baton Rouge tried pushing patrons downtown to an event called, "The St. Patrick Founder's Day Festival."

Mark Kelly is the first parade Grand Marshal to be born in Ireland.

LSU Quarterback Matt Flynn is Grand Marshal

The Human Jukebox, aka Southern University Band, played for first time in parade.

Three days before Todd Graves was to roll as Grand Marshal, the country shut down due to the Covid 19 Pandemic. We had no idea what was ahead of us.

The first and only virtual celebration of St. Patrick and the connections between Ireland and Baton Rouge aired on WBRZ. View it on our website wearinofthegreen.com Watch From Home | 2021 Parade Special

44 wearinofthegreen.com

PRESIDE AND RIDE

Our East Baton Rouge Parish Mayor-Presidents have joined us at the Wearin' of the Green Parade since its inception in 1986.



Pictured with Mayor-President Pat Screen is Louisiana Senator Tommy Hudson (1986)

> Ivar Quigley, Junior

Finnegan,

Bishop Robert Muench, 2004

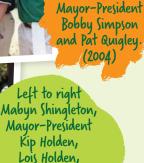
Grand Marshal

Denis (offey Allison and

Left to right are Betty McHugh, Pat Shingleton, Mayor-President Tom Ed McHugh (1997)







Pat Shingleton

(2007)

Grand Marshal Father Mike Maroney, Pat Shingleton, Mayor-President Sharon Weston Broome. (2019)

GRAND MARSHALS

From Ireland 🌗 Given Posthumously 养

2023 Tim Mockler

2022 Todd Graves

2021 Todd Graves (Didn't roll)

2020 Todd Graves (Didn't roll)

2019 Father Mike Moroney 🌗

2018 Patrick Mockler

2017 Deputy Sheriff Brad Garafola 🏶 Officer Matthew Gerald 🏶 Corporal Montrell Jackson 养

2016 Rick Nevils

2015 Robert G. Hammett

2014 Colonel Mike Edmonson

2013 Sgt. Major Hillar C. Moore Jr. 💏

2012 Timothy O'Brien 🌗

2011 Grandmas Shirley Shingleton & Hammett

2010 Michael Leahy 🌔

2009 Dick Bourke

2008 Matt Flynn

2007 Mike Rosney

2006 Harry Morel

2005 Junior Finnegan 🌗

2004 Denis Coffey ()

2003 Gary Mockler

2002 Ivar Quigley 🌔

2001 Mark Kelly

2000 Mayor Tom Ed McHugh

1999 Oldest Irish Club Members

1998 Richard Condon

1997 Judge Joe Keogh

1996 Bishop Stanley Ott 💏

1995 Pat Screen 💏

1994 Bishop Alfred Hughes

1993 Fire fighters

1992 Sister Hennessy

1991 Veterans

1990 Hab Shingleton

1989 Vietnam Veterans

1988 Don Yesso

1987 TJ Moran

1986 Judge Joseph Keogh

1

GREENING BATON ROVGE

The State Capitol, Raising Canes River Center, LSU Tiger Stadium and numerous homes and landmarks started going green (turning green lights on) at the beginning of March. In a coordinated effort with Visit Baton Rouge, we will once again encourage the Greening of Baton Rouge March 1-19, 2023.



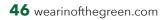






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LILLY'S LUCKY CHARMS

R IDING IN THE WEARIN' OF THE GREEN PARADE was Lilly Woodard's dream for several years in

Nwas Lilly Woodard's dream for several years in her young life... specifically, she wanted a float in the St. Pat's Parade for her Golden Birthday. Lilly, three I's please, turned 12 on 3/12/22. Her dad, pharmacy owner TJ Woodard, says he didn't know Golden Birthdays were a thing until she informed him. It was truly a special day.





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A LEGITIMATE STORY

THE STORY OF A MAN'S JOURNEY IN FINDING HIS BIRTH PARENTS AND HOW HE WON THE IRISH LOTTERY

N THE SUMMER OF 1960, AN EXPECTING MOTHER,

Cathline Cunningham, arrived in New Orleans to spend time with a friend. While there, her life would change with the new life of a little boy.

At the time, Cathline and her husband Thomas Mullin were engaged and living in Indianapolis, Indiana, but because of still-unknown circumstances, they believed putting the baby up for adoption to be the best route.

Cathline's friend was living at a home for unwed mothers in New Orleans with ties to an orphanage, but Cathline was denied admission because of an obscure rule banning new tenants that knew an existing resident.

Luckily enough for Cathline and baby, The Hotel Dieu Hospital - more commonly known as the now-closed University Hospital - was accepting.

On Saturday August 6, 1961, Cathline gave birth to a little boy, Patrick Malachi Cunningham.

The Hotel Dieu Hospital was the oldest hospital in the United States operated by Catholic Charities of America and the Sisters at St. Elizabeth's Orphanage. In the weeks after Patrick's birth, he contracted a vicious case of pneumonia. Under the care of the nuns, Patrick underwent months of treatment while Catholic Charities worked with Cathline on the adoption process.

Six months later, Patrick's adoption was finalized, and he was given the name that many of us know him by today – Troy Patrick Wagener – the son of Joy and Gerry Wagener. Troy believes that on that day in February 1961 he "won the lottery!"

Investigating lineage is incredibly easy in this day of DNA swabs and a membership to Ancestry.com, however genealogy was an arduous task before computers. The next chapters of Troy's journey became even more intriguing. In 1991, his three-year-old daughter, Elizabeth, was diagnosed with leukemia, and she needed a bone marrow transplant.

In general, finding a donor match is always tough. And with Troy's adoption records sealed, it became even tougher; not just physically but emotionally.

His mother, Joy, convinced

Catholic Charities of New Orleans, to release the needed non-identifying adoption paperwork to assist in donor possibilities. Unfortunately, this did not result in the needed names for matches. Within the process, Elizabeth's older sister, Meredith, was found to be a perfect match and became the donor.

Tragically, Elizabeth's life ended. Troy lost the desire to seek out his roots.

As Troy got older, he began to experience unusual symptoms in his hands, which would later be diagnosed as "The Vikings Disease" or Dupeytrins Contracture.

His wife, Keely, suggested he return to searching his roots again to figure out if it was hereditary. Reluctantly, Troy submitted his DNA to Ancestry.com and months later he received the results.

The records identified a first cousin, Christopher Wilcher from Indianapolis and a close relative, Chris Murray, whose information could not be disclosed. Troy reached out to them.

Christopher Wilcher responded within 72 hours. Chris Murray did not respond, so the search continued.

Troy contacted a genealogical expert, Kimberly MacGregor. Her assignment was to search and identify his biological parents within the caveat of not contacting them if they were alive.



Three months later - November 2020 - Kimberly called Troy to see if it was a good time to talk. Troy responded, "I'm driving with plenty of time to visit."

"Troy, you may want to pull off the road," she insisted. "I have discovered your birth parents who are both deceased, six full siblings and a close relative named Chris Murray."

Murray was his half-brother on his birth mother's side. Cathline delivered Chris in Washington D.C. through Catholic Charities. Because of privacy restrictions on Ancestry.com, Troy was still not able to contact Chris.

Troy's research found his roots set in Donnegal and Connacht, Ireland with three of his four grandparents born there and 100% Irish Ancestry. Troy's biological father, Thomas, died July 2, 1991. His mother, Cathline, died July 10, 2011. The report notes several biological siblings all living in Indiana.

Now intrigued by his adoption

ANCESTRY:

Cathline and Thomas Patrick Mullin

BIOLOGICAL SIBLINGS:

RESIDED: Indianapolis, IN

Cathline: School Teacher, **Community Activist** Thomas: Hudepohl and Heilman Brewing Company

DEATHS: Thomas: July 2, 1991 Cathline: July 10, 2011 and respective family members, Troy began the connection process which resulted in reaching Chris through LinkedIn!

He believes his adoption day was a day in which he truly "won the Powerball." They picked him up from the orphanage in New Orleans, cared,

his roots set in Ireland, and both parents

and grandparents connected to the "Old

Country," he may have been born Thomas

Patrick but we know him as the son of Joy

and Gerry Wagener - Troy Patrick Wagener.

nurtured, taught, parented and directed him for years to come. With

Joy and Troy Wagner

Your local AG member grocery store has all your party platters and parade needs!



2023 SAINT S



PEACE, PROSPERITY & PROGRESS



NO CONFUSION ON KREWE OF CONFUSION

BY KRISTIN AND JOSIAH HOWELL

HAVE BEEN RIDING IN THE ST PATRICK'S DAY PARADE

since 2003 when my parents (Mary and Troy Lousteau) started our family float "Krewe of Confusion." I was 13 years old!

Flash forward to 2019 - my 16th year riding! I was 29 and pregnant with our second baby. Our first baby was an adorable baby girl. I got the envelope with the gender from my doctor the Friday before the parade. At the last minute, we decided to do our gender reveal during the parade. We gave the envelope to our float DJ, Corey Bourgeois, and he was



to give us the correct confetti poppers when we got to the overpass. As soon as we got to the top, he counted down and ... blue confetti everywhere! The first boy in my family in over 18 years! Everyone on the float was going crazy as we were all hoping for a boy and it was the best celebration.

The St. Patrick's Day Parade in Baton Rouge is a day like no other for my friends and family. So many memories attached to our riding nearly 20 years. And now, we have this amazing memory of finding out we were having a boy! What a day!



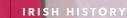
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And the second s

MAUREEN SWEENEY

ISTORY RECORDS THAT SUPREME Commander of the Allied Forces, General Dwight D. Eisenhower, emphatically noted that his forces had just one attempt to land in Europe in 1944. If this mission would have failed, it would've forced a negotiated settlement with the German High Command.

In the final stages of the invasion, all components of the plan came together: staging in England, combined Allied aerial strategies, Naval deployments, Troop positioning, French Resistance reports of German concentrations and most importantly the weather conditions prior to June 6, 1944.

As we have all become accustomed to the accuracy of forecasts in preparation for hurricanes in Louisiana, we are acutely aware of how the sea and ocean can rapidly become treacherous.

The technology today would seem alien to what was used in in 1944. Eight decades ago, experts relied on weather balloons, archaic instrumentation, ship reports and field observations.

The woman who changed the world was Maureen Flavin Sweeney, a native of Knockanure, County Kerry, Ireland.

Maureen was a post office assistant in Blacksod, County Kerry in 1944.

As the postal system continued to improve, so did the responsibilities of the postal workers. Maureen was good at numbers and could quickly calculate rates and expedite times for postal deliveries.

She also calculated and recorded general weather conditions by reading a barometer to detect atmospheric pressure changes in highs and lows, recorded wind speeds and directions, documented hygrometer readings for atmospheric moisture and Moon phases.

Each hour, Maureen would phone in her data to Dublin, which was then sent via coded transmission on a shortwave radio to London and the Allied Expeditionary Force's Director of Weather Operations, Group-Captain James Stagg, in Southampton, England.

General Eisenhower met with Stagg and his team multiple times each day for current weather reports.

At 1:00 a.m. on June 3, 1944, Maureen examined the barometer and noticed that the air pressure was rapidly dropping, an indication of rapidly changing weather conditions. She believed that a major Atlantic storm was enroute to her remote section of Ireland and ultimately into Western Europe.

What Maureen didn't know, because she wasn't privy to such information, the selected dates for the invasion and Operation Overlord had been tentatively decided. They were June 5 through the 7th, 1944 or June 18 through the 20th. But nonetheless, she phoned the Dublin office to give her weather report like she had done countless times before.

EDITOR'S NOTE

FROM NEW ORLEANS,

John J. Kelly, a first generation Irish American, advanced the Landing Craft Air Cushion or L.C.A.C - a fully amphibious craft capable of speeds of 40 knots to carry personnel, heavy equipment, and weapons from sea to shore and inland. John's resume also identifies his career in the Aero Space Industry and Chairman of Pan American Life. I have known John for many years as we often share experiences from "The Old Country" -"Across the Pond."

Ireland declared neutrality during World War II, referred to as "The Emergency" and a time in which Eamon de Valera successfully asserted the independence of the neutral state. Just as John has expertly and successfully advanced the military missions of "landfall," he shares this story of a remarkable Irish woman who was instrumental in the success of another landfall.

IRISH HISTORY



JOHN J. KELLY LEARNED OF THIS story during his many trips to Ireland and with the assistance of Eoin O'Hagan has brought it to us. John was the "Commander" in properly recognizing Maureen with numerous recognitions: "Proceedings of the 117th Congress, June 6, 2021, Honoring the Services of Maureen Flavin Sweeney-House of Representatives Medal." "Certificate of Appreciation, The National World War II Museum."

Incidentally, Maureen's son remains active in his assistance to others during rough weather on the Irish Sea. Vincent Sweeney is the Lighthouse Keeper in Blacksod. June 3, 1944 – Maureen received a phone call from Blacksod, and on the other end of the line she heard a distinct English accent with a heightened sense of urgency: "Please Check, Repeat... Please Check the met report..."

She did and cross-checked her findings with Ted Sweeney, her future husband, confirming her data. The next day Captain James Stagg, reported, "Predicted conditions would deteriorate, insisting on a 24-hour delay."

Maureen, in an interview with her grandson, Fergus Sweeney in 2014 said, "Eisenhower was making up his mind about whether to enter France or not. He was very divided but when he saw the report from Blacksod Point, it confirmed he made the right decision."

Like most Irish families, it is often a family affair. Ted's mother, Margaret, sister, Frances Ashford, provided the weather reports for entire length of World War II.

As technology tends to do, Maureen's services were rendered useless in 1956 with the advent of automated meteorological systems. That's when the Flavin-Sweeney Families learned of their history-making reports from June 3, 1944.

On June 6, 2021, Congressman Jack Berman from the First District of Michigan, and the highest-ranking veteran ever to serve in Congress wrote: "Dear Ms. Sweeney, A long time ago, you did your duty to provide thoughtful information to General Eisenhower and his command team. You made a big difference in the success of the Allied Operation on D-Day. Thank-You and God Bless. Jack Bergman, Three Star General, United States Marine Corps."

Photographs provided by Mature Living Magazine. www.matureliving.ie



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AN IRISH BEVERAGE

LAZY MAN MILK PUNCH RECIPE

COMMERCIAL .

SPENCER MAXC

ILK PUNCH IS A FAVORITE PARADE

beverage for many of our friends. We have always loved Raymond McKee's milk punch but had no idea it was such a tedious task to make! For the 2022 parade we tried an easier recipe which are sharing. This one recipe will make two gallons of milk punch, plenty for a small party! We mixed ours in a bowl then used a funnel to put the mixture into the two, gallon sized, jugs.



Lazy Man Milk Punch

INGREDIENTS:

one gallon milk of your choice one additional empty gallon jug one bottle vanilla flavoring one bottle Torani, Brown Sugar (innamon flavored

one fifth of alcohol*



*We chose to use up alcohol we had on hand. We had one version with Jameson Irish Whiskey... one with Spiced Rum... even one with Fireball! They were each delicious but, obviously, don't mix the alcohols!

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THROWBACK

THEN AND NOW

The (auble Family 2014 & 2022





You know Mike Cauble as WBRZ TV Sports Director!

Dixon McMakin 2012 & 2022





Dixon announced in Fall 2022 that he is running to be the State Representative for District 68.

Richard (ondon 1998 & 2022



Frank McLavy 1987 & 2022





Richard Condon was a controversial sports radio talk show host in 1998 when he was selected as Grand Marshal. These days you can find him on 98.1 in the mornings doing Condon Uncensored.

Frank McLavy was a fixture at our early parades. His grown "kids" Travis and Ashley still remember the early days. You can find him now where we found him 30+ years ago at McLavy Ltd.

Left to right: Mike Schroeder, Lance LaPlace, Pat Shingleton, Byron Lewis, Mitch Kimble, Father Nutan and Mike Kimble at Our Lady of Mercy Mass.

CATCH US IN THE FRONT!

URING A POOLSIDE CHAT AT A NEW ORLEANS hotel in 2009, a bunch of Baton Rouge area civil engineers were making plans for their march the following day in the Irish Channel St. Patrick's Day Parade. One of the guys, known to Pat Shingleton as Lance Romance, shared that he had been talking to his long-time friend about organizing a similar marching group to participate in the Baton Rouge St. Patty's Day Parade. Before he could finish his sentence one of the main instigators of the yearly sojourn to St. Patty's Day celebrations in New Orleans, Maury Chatellier, yelled out "Hold on Lance, I've been thinking the same thing! I even have a name for it: the Baton Rouge Almost Irish Marching Club." The group chuckled and agreed it had engineer written all over it–long, specific, and very descriptive–quite engineer-like for such a whimsical event.

Chatellier asked Romance if he had a name for the new club, and in a split second it rolled right off the tip of his tongue– "Kilts & Kisses!" They blended the two names together to become The Baton Rouge Almost Irish Marching Club, aka... Kilts & Kisses!

The original annual trip to the New Orleans Irish Channel St. Patty's Day Parade was spearheaded by LSU Civil Engineering professor Dr. Marty Tittlebaum who taught a good many of the original Irish Channel group. They look at him as their Spiritual Leader! If it weren't for Marty firing up Maury Chatellier who then spread the enthusiasm to



Jay LeBlanc, Jim Smith, Ken Duffy, Jason Shackelford, Ed Wedge, Terry Cormier and Romance to spend St. Patty's Day weekend in New Orleans, it is unlikely that the club would have gotten started.

In 2019, the Kilts & Kisses Founders Board nominated and bestowed upon Marty Tittlebaum, Ph.D., P.E. the title of "Airdri" which is Irish Gaelic for "High King" for their 10-year anniversary. Slainté!

LANCE LAPLACE (AKA ROMANCE) PRESIDENT & CO-FOUNDER





YEARS!

Shannon & Michael Anderson Andrew, Caroline & Walter



2023 PARADE AND RUN MAPS

The parade starts after Catholic Life Center Drive on Hundred Oaks. Why? That is because our great bands are staged in the Catholic Life Parking Lot.

If you want to see the entire parade, make sure you are after that driveway!

- Turn Right on Eugene St.
- Turn Left on Terrace Blvd.
- Turn Left on Perkins Rd.



SHAMROCK RUN ROUTE



The 5K Run starts at Moreau Physical Therapy on Perkins Road

- Turn Left on Magnolia Drive
 - Turn Left on Dalrymple
- Turn Left on East Lakeshore Drive
- K Hug the Golf Course
 - Turn Left on Perkins Road
 - Finish at Moreau Physical Therapy



For additional information, visit our website at wearinofthegreen.com

UPCOMING PARADE DATES

2023	2024	2025	2026	2027	2028	2029
March 18th	March 16th	March 15th	March 14th	March 13th	March 18th	March 17th
38th year	39th year	40th year	41st year	42nd year	43rd year	44th year

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