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O'CONNELL ANNOUNCES 2022 CHRISTMAS PARADE GRAND MARSHAL
First Woman Grand Marshal Chosen in a Decade

Taunton, MA... Today Mayor Shaunna O'Connell was pleased to announce Taunton resident and business owner Helen Cardoso has been chosen as the 2022 Grand Marshal of the Taunton Christmas Parade. Helen Cardoso was chosen for this honor based on her many contributions to the business community as well as her many charitable undertakings in the City of Taunton.

"Helen Cardoso is very deserving of the honor of being this year's Grand Marshal. She embodies the true spirit of giving back to the community. Like many community heroes, she works hard behind the scenes to help others, but shies away from the spotlight. We are thrilled to recognize Helen's committed and compassionate dedication to our City and its residents," O'Connell said.

Helen immigrated to the United States from Portugal when she was 14 years old. She attended the Cohannet School until 8th grade and thereafter worked at the Rennie Curtain Factory on Adams Street in Taunton. While working, Helen attended Brockton High School at night and graduated in 1973. She continued her education by attending Fisher Junior College, graduating in 1978 with a bachelor's degree. She began her post-graduate career at Coppercraft Guild on West Water Street in the Human Resources (HR) Department and she worked for several years at Wynn & Wynn as the HR Director.

Helen's dream was to be a business owner and in 1989 she purchased the School Street Bakery and became an overnight self-taught baker. She ran this successful business serving the residents of Taunton and other local communities for 32 years. In 2016, she purchased the former Ward Five Club on Winter Street. She ran both businesses for five years, until making the bittersweet decision to concentrate her efforts solely on the function hall and restaurant and sold the bakery in 2021.

Sue Barber, a member of the Taunton Christmas Parade Committee, knew it would take some convincing for Helen to accept the Grand Marshal recognition. "Our Committee began talking about people who ought to be recognized for their contributions, and Mayor O'Connell asked that we come up with a list of women in our community as potential recipients since we haven't had a woman Grand Marshal since Mary Powers in 2012. I immediately thought of Helen, but wasn't sure she would even consider it. Helen works so hard for our community, but always does so quietly without drawing attention to herself," said Barber.

With the Mayor's enthusiastic support, Barber spoke with Helen Cardoso who graciously accepted the recognition. "I am beyond honored to be chosen for the Christmas Parade Grand Marshal. I love the City of Taunton and its people who have been dedicated business patrons, neighbors and friends to me and my family," said Cardoso.

The City of Taunton will honor Helen Cardoso for her many contributions to the community at the Christmas Parade on Sunday, December 4, 2022. The Parade will begin at 12:00pm on Broadway and will follow Broadway to Downtown Taunton. The Parade will conclude at Marian Manor on Summer Street.

For additional information regarding the Christmas Parade, please contact the Parks & Recreation Department at 508-821-1415 or refer to the City of Taunton website (taunton-ma.gov) or Facebook page. ###