



Kathleen Jo McGrath

May 9, 1974 - May 13, 2024

Kathleen Jo McGrath, (Kathy) will be remembered as the dearly loved wife of Peter and mother of Ruby.

Born in Greeley, Colorado, Kathy was the eldest child of Susan Canniff and Wayne McGrath. She leaves behind: a younger sister, Karen; brother, Shane; and step-mother, Paula.

In 1992, Kathy graduated from Battle Mountain High School in Vail where she was active in cheerleading and track. Kathy attended North Dakota State University, graduating in 1996 and continued her graduate studies in Speech and Communication. She was voted president of Alpha Gamma Delta fraternity and was Sigma Chi Sweetheart.

Initially working in admissions at Concordia University, Kathy went on to work for the Science Museum of Minnesota as events coordinator, then to Target in special events and marketing. Kathy was responsible for the Target athlete program; nurturing talents like Shaun White (Snowboard), Mat Hoffman (BMX) and Nate Adams (Motocross).

Through Target, Kathy met her husband, Peter. They moved to Brooklyn, NY, where Kathy took her brave decision to form her own company: Bird Marketing. Through Bird Marketing, Kathy brought about her most beloved Levi's/BMX collaboration. Advocating for her athletes, Kathy fostered some of

her closest lifelong friendships and made Levis cool for a few years. Kathy gave up New York and moved to Glasgow (Scotland) in 2007, shuttling between there and the Twin Cities until finally settling in Minneapolis in 2018. In Minneapolis, Kathy blazed a trail in the marketing scene, freelancing and fueling big thinking and ideas. Most recently, she was SVP of Business Partnerships at Lenker - a role and agency that felt like home to her.

None of her career accomplishments compare to being a mother. Her daughter, Ruby, born in 2016, was her best piece of work ever.

Kathy died on May 13 after a two year struggle with ovarian cancer. She celebrated her 50th birthday only four days before, full of her signature sass, humor and gratefulness.

Kathy was a genuine visionary in her field and in life. She lived passionately. Proudly advocating for the people and causes she believed in. Kathy was an ardent supporter of social justice and democracy; volunteering at KIPP Minnesota and being there for Obama's inauguration. Her enjoyment for meticulous planning shone through in all her work and personal life: be it world travel, house renovation, family and friend get togethers and latterly Disney, one of her favorite getaways which fueled her endless imagination and belief in spreading magic wherever she could.

In lieu of flowers, a GoFundMe has been created to build an education fund for her 8-year-old daughter Ruby.

<https://gofund.me/68562ee5>

Previous Events

Memorial Gathering

MAY **20**. 1:00 PM - 2:00 PM (CT)

Hillside Chapel
2610 19th Avenue N.E.
Minneapolis, MN 55418

Memorial Service

MAY **20**. 2:00 PM - 2:45 PM (CT)

Hillside Chapel
2610 19th Avenue N.E.
Minneapolis, MN 55418

Tribute Wall



“ Washburn-McReavy Funeral Chapels created a Tribute Video in memory of Kathleen Jo McGrath



Washburn-McReavy - May 19, 2024 at 08:08 PM



“ Washburn-McReavy Funeral Chapels created a Memorial Service for Kathleen McGrath in memory of Kathleen Jo McGrath



Washburn-McReavy - May 15, 2024 at 04:05 PM

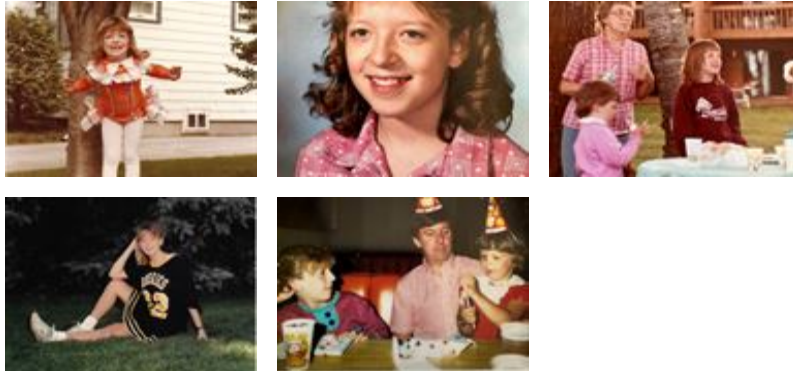
PS

“ Kathy, I just wanted to say that I talk to you every night from my front stairs where I always sit, you're my favourite company when everyone else is asleep. Thank you for your strong and bright presence now and then. I love you. <3

Paola Stenborg - May 25, 2024 at 11:43 AM



“ 345 files added to the album *Life Tributes*



Washburn-McReavy - May 19, 2024 at 03:50 PM



“ *Sweet Tranquility Basket was purchased for the family of Kathleen Jo McGrath.*



May 17, 2024 at 04:23 PM



“ *Susie and Karen, thank you for sharing Kathy with all of us. As Kathy best summed everything up, “absolutely zero regrets!”*

Kathy was a truly wonderful person with a heart like none other. Always the light in the room and an eternal optimist. I am saddened for my own selfish reasons but a better person because of Kathy. She will be dearly missed but never forgotten.

Kathy will always be the eternal Sweetheart of Sigma Chi.

Lee Rieniets

Lee Rieniets - May 17, 2024 at 03:15 PM

MA

“ 2 files added to the album Kathy



Mary - May 16, 2024 at 10:55 PM

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“ *"In loving memory of KathyMcGrath whose outspoken, spirited nature, and boundless energy touched everyone who knew her. She was incredibly smart, often the smartest one in the room, and it would take years for people to catch up to her brilliance. She was loved. Her presence will be deeply missed. With deepest sympathy, Mary Richerson*

mary - May 16, 2024 at 10:50 PM