

George Stewart McQuade III

October 29, 1952 – October 15, 2016

George passed away peacefully after fighting cancer for a year and a half. George was born in Newfoundland, Canada in 1952. He graduated from Western Washington State College with a Bachelor's Degree in Journalism and Mass Communications in 1976 before he was trained in the U.S. Naval School of Photography in Pensacola, Florida and was honorably discharged from the United States Navy. After working as an TV and radio reporter in Washington State he came to Los Angeles, California and became an award-winning news producer, news anchor, and news correspondent with KNBC-TV, KTTV-TV, NBC Mutual News, CBS, KNX, KFI and KGIL-AM News talk 1260 AM in Los Angeles, California. George was Media Relations/Corporate Communications Manager for Southern California Gas Company, Public Relations Director for Housing Authority of the City of Los Angeles (HACLA), and more recently from 2013-15 was Director of Communications for Los Angeles Homeless Services Authority (LAHSA).

Among numerous awards and recognition, he received a Medal of Valor from California State Firefighters Assn. and an LA City Council Hero Award for saving a UCLA Doctor's life in an SUV crash in April 1997. George also received prism awards for "Best Media Placement-Print," "Best Public Affairs Campaign," "Education Campaign," "Best Corporate Communications," from the Public Relations Society of America, PRSA, where he served as a board member for four years. George also received Golden Mike Awards from Radio TV News Assn. of SO California, and awards from the Associated Press, and IABC. George was past president of Entertainment Publicists Professional Society, board member of International Trade Education Programs and Los Angeles Press Club Since January 2000, George had been a

national writer on behind the scenes of media relations, writing inside reports on entertainment publicity, media relations, public relations and agencies in the U.S. He also wrote for Business Examiner and several blogs on the Entertainment Industry. He was the west coast bureau chief for www.odwyerpr.com, NY, writing on new media and entertainment trends.

George was V.P. of MAYO Communications, a full-service public relations and publicity firm that he co-founded with his wife Aida Mayo in 1995. He loved working with the late Chief Economist Jack Kyser, LAEDC, with whom he'd put complicated economic forecasts in layman's terms for the media. He did fundraising and volunteer work for the Multiple Sclerosis Society, American Cancer Society, Operation Blankets of Love, and the Union Station Foundation among others.

George was a genuine, humorous, energetic person who always had a positive attitude and was very passionate about his work and living life to the fullest. He was a great friend and mentor to many and always enjoyed helping people succeed in their business and jobs. His golden voice and booming laugh would fill a room with his infectious, larger than life energy. George was a great storyteller and never spared any details in his narrative. He was a very down to earth person who would be content with a bowl of chili con carne, a fishing pole in one hand and a camera in the other. George was a loving, supportive father and husband to his wife of 26 years and his two sons. He will be deeply missed.

He was predeceased by his parents James H. McQuade, Jenna V. Swenson McQuade. He is survived by his wife Aida M. Mayo and his sons Kevin M. McQuade and James B. McQuade. Also, his sister Kathy (Kim) McQuade Bodily and brother James (Jennifer) K. McQuade, nieces and nephews Shannon, Becky, Rachel, Julie, Steve and extended family.