

St. Mary Parish

900 Central Ave, Coon Valley, WI 54623

Fr. Joe Richards, Pastor | Dcn. Tony Shay

March 29, 2026 | Palm Sunday | Reading 517A

CONNECT WITH US

PASTOR

Rectory: 400 Congress Ave.
Viroqua, WI 54665

Cell Phone: 608-606-9787

Email: jrichards@diolclergy.org

Office Hours in the Sacristy

Tuesday 1:00pm until Mass

Thursdays after Mass until noon or by appointment

DEACON

Email: ashay@diolclergy.org

Parish Phone

608-452-3841

Mailing Address

904 Central Ave
Coon Valley, WI 54623

Email

stmaryscv@mwt.net

Website

www.stmaryscv.org

Social Media

www.facebook.com/StMarysCoonValley

Bulletins

Bulletin Deadline: Monday, 6 days prior

Parish Office Hours

Varies - most Wednesdays, Thursday morning and most Fridays

MASS SCHEDULE

Weekend Masses

Saturday | 4:00pm

Sunday | 8:00am*

**Livestreamed on our Facebook page*

Weekday Masses

Tuesday | 5:15pm

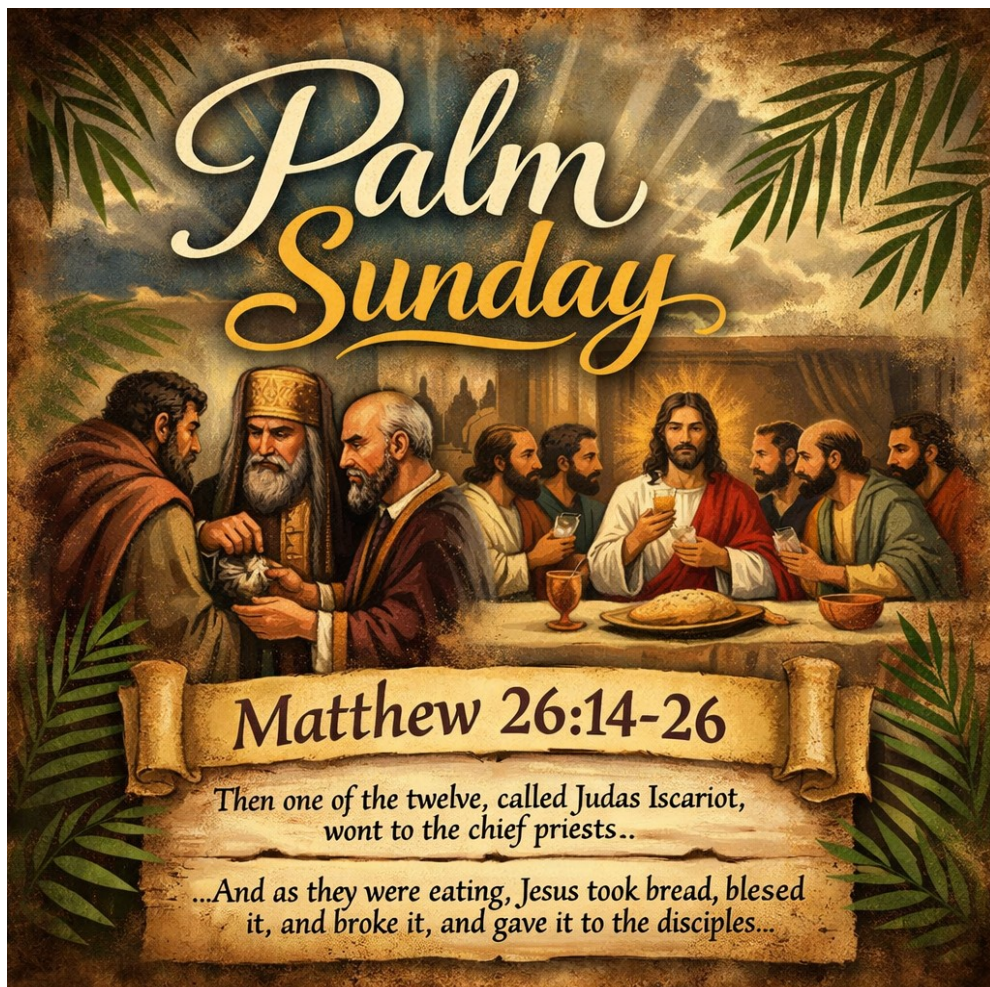
Thursday | 8:00am

Confession

Saturday | 3:30pm - 3:45pm

Devotions

Adoration Tuesday | 4:30pm



Matthew 26:14-26

Then one of the twelve, called Judas Iscariot, went to the chief priests..

...And as they were eating, Jesus took bread, blessed it, and broke it, and gave it to the disciples...

Administrative Assistant

Amy Stafstlien 608-452-3841
stmaryscv@mwt.net

Coordinator of Religious Education

Bridget Goodwin
bladams50@gmail.com

Parish Finance Council

Mary Gajewski, John Mislivecek, Nancy Peters (Secretary), and John Roesler (Buildings and Grounds)

Parish Pastoral Council

Ryan Goodwin, Marlene Humfeld, Sue Humfeld, Robert Kerska, Lori Pedretti and Steve Schulte

PCCW (Parish Council of Catholic Women)

Clarice Kammel (President), Nancy Peters (Treasurer), Linda Berg (Secretary)

Musicians

Mary Beth Smith 608-632-9548
Linda Schulte 608-397-3643
Chris Carskadon 608-790-4495

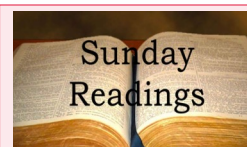
Fr. Joe also serving:

Annunciation of the Blessed Virgin Mary Parish, Viroqua

Mass Times:

Weekend: Saturday 6:30pm
Sunday 10:30am

Weekday: Wed - 5:15 pm
Fri - 8:00am



March 29, 2026
 1) Isaiah 50:4-7
 2) Philippians 2:6-11
 3) Matthew 26:14-26

Intentions / Schedule

SATURDAY, March 28

Palm Sunday of the Passion of the Lord

- 4:00pm Mass - † Gary Bergquist
 Altar Servers: Volunteers Ushers: Volunteers
 Lector: Nancy Peters

SUNDAY, March 29

Palm Sunday of the Passion of the Lord

-8:00am Mass - For the Priest (Fr. Joe Richards)
 Altar Servers: Volunteers Ushers: Volunteers
 Lector: Ryan Goodwin

Money Counters: Steve Grabowski and Bernie Roesler

TUESDAY, March 31

Holy Week

- 4:30-5:00pm Adoration
 - 5:15pm Stations of the Cross
 - approx. 5:45 pm Mass - † Ursula Werner

THURSDAY, April 2

Holy Thursday

- NO 8:00am Mass
 -Mass (IN VIROQUA ONLY)- 5:15 pm

FRIDAY, April 3

Good Friday

- 12:10 PM Service in Viroqua
 - 3:00 PM Service HERE

SATURDAY, April 4

Holy Saturday

-Mass (IN VIROQUA ONLY)- 8:30pm

SUNDAY, April 5

Easter Sunday of the Resurrection of the Lord

-8:00am Mass - Roskos and Roningen Families
 Altar Servers: Volunteers Ushers: Volunteers
 Lector: Ryan Goodwin

Money Counters: Loree Nickelotti, Rodney and Kathy Berg



Inspired by the Spirit Campaign

5 Year Goal : \$105,000.00
 As of March 20, 2026
 Pledges received (30): \$109,520.00
Payments received: \$72,473.50
THANK YOU!

A breakdown of how the Inspired by the Spirit Campaign funds have been allocated is posted in back of the church.

Annual Appeal 2025-2026

As of 3/20/2026	Total Pledged	Total Payments
Pledged/Paid	\$17,825.00	\$14,206.69
Target Amount	\$14,565.00	\$14,565.00
Over/Under Target	\$3,260.00	(\$358.31)
Percent Pledged: 120.32% , Percent Received: 97.54%		
Number Contributing: 26		
To donate online, visit: https://diolc.org/stewardship/ and in the drop down box choose: 2025(445) St. Mary Parish, Coon Valley		

Upcoming Events/Calendar

- **Mar 23-31** ~ Parish office closed - Amy on Mission trip, for administrative needs contact Fr. Joe.
- **Mar 29** ~ 1st Communion class 11:45AM-12:45PM in Viroqua
- **Mar 30** ~ All day confessions at St. Joseph Cathedral, La Crosse from 9 AM to 6 PM
- **Mar 31** ~ Chrism Mass, 10:30 a.m., Cathedral of St. Joseph the Workman.
 ~ Grief Share in Viroqua 5-7 PM
- **Mar 31** ~ Adoration at 4:30 PM, *Stations of the Cross* at 5:15 PM followed by Mass
- **Apr 2** ~ **Deacon Tony's Birthday!**
- **Apr 2** ~ *Holy Thursday*
 5:15 PM in Viroqua
- **Apr 3** ~ *Good Friday*
 12:10 PM in Viroqua & **3 PM Here**
- **Apr 4** ~ *Easter Vigil*
 8:30 PM in Viroqua
- **Apr 5** ~ *Easter Sunday - 8:00 AM Here*
- **Apr 7** ~ Grief Share in Viroqua 5-7 PM
- **Apr 11** ~ **Fr. Joe's Birthday!**
 ~ *Men's Club Spaghetti Dinner* 4-7 PM
March FoF Community Volunteer Activity will be to help with Spaghetti Dinner on April 11th.
- **Apr 12** ~ Rel. Ed (FoF) after 10:30 AM Mass in Viroqua
 ~ 1st Communion class 11:45AM-12:45PM in Viroqua



Mass Intentions

Below are open dates for the next few months.

- **Open Sat. and Sun. dates:** Apr 26. May 2 or 3, 16, 17, 24, & 30. Jun 21 & 28.
- **Open Weekdays:** Apr 28. May 5, 7, 12, 19, 26 and 28. Jun 2, 16, 18, 23, 25 & 30.

Request a specific date by filling out an intention envelope or by emailing the office. Suggested stipend amount is \$20 per Mass. If you have questions feel free to email the office at stmaryscv@mwt.net or voice message 608-452-3841.



Needed this Month	
\$10,000.00	at \$2000 per week
\$4,997.00	Received as of week 3
(\$5,003.00)	Difference for the Month

Giving Last Week		3/15/2026	
Adult Env		Needed Weekly	\$2,000.00
Offertory		Received This Week	\$1,265.00
Total		Total needed	\$22,000.00
		YTD Received	\$19,819.24
		Difference	(2,180.76)

Information for March 22 not available at time of publication.

From the Pastor

Hello friends,

This weekend I want to extend a simple invitation to you to experience the upcoming Triduum. This Sunday's own Masses already have a different flavor with the Gospel before Mass and the long account of Jesus' Passion from the Gospel of Mark – the different flavor of this liturgy has the added effect of saying “wait a minute...there's something different going on...” The marked contrast between Jesus' excitement-inducing entry into Jerusalem and the weeklong-time-jump to the Passion ten minutes later carries a jarring quality, inviting you and me into something out of the ordinary.

The Triduum starts with Holy Thursday's Mass of the Lord's Supper at 5:15 in Viroqua. This Mass begins in usual fashion, and at least for the last few years I have typically felt a bit cheerful, excited at the start of things. In my experience this beginning carries a certain dinner party flavor with it, which I suppose is fitting for the anniversary of the first Last Supper. This emotion shifts as the Mass progresses, with the Washing of the Feet marking another tangible departure from the familiar and status quo. This continues through the Liturgy of the Eucharist, a special moment for a priest as that first Mass and the start of the Eucharistic priesthood is prayed through. Finally, the liturgy concludes in even more strange fashion without a blessing or dismissal but rather with a solemn procession with the Blessed Sacrament out of the church's now-hollow space. From the bright beginning of the liturgy to the solemn, charged end, the tonal shift in the Mass of the Lord's Supper strikes me (again) as jarring, stirring.

Then comes Good Friday (12:10 in Viroqua, 3:00 in Coon Valley) – the one day in the year when Mass is not celebrated anywhere in the world. There are familiar elements here, with the readings and reception of Holy Communion, but the somber entrance and exit frame the reading of the Lord's Passion from John and the Veneration of the Cross mark this as its own very different moment.

Finally, the Easter Vigil (8:30 PM in Viroqua) concludes the Triduum. This whole Mass somehow starts most differently of all, with every single house light cut and the lighting of one single Candle at the back of the Church. As that Easter Candle processes forward and we light our own candles off of it, the flickering, building, radiating light reflects Christ's own light breaking into the darkness – the power of new life in His resurrection. The liturgy proceeds with extra readings focused on the Lord's movement throughout Salvation History, and finally we enter into our own 50-day celebration of the Easter Season.

Anyhow, I invite you again into this full story. These are my favorite three days of the year, and I look forward to praying them with you. God bless you,

Fr. Joe

LIVE OUTDOOR PERFORMANCE OF THE PASSION OF CHRIST—Join St. Mary-Viroqua parishioners as together we walk in memorial the final footsteps of Jesus' passion and death - **GOOD FRIDAY 7 pm**. *Please park in the upper parking lot as the lower lot will have limited spaces and be reserved for those less mobile.*

Parish Announcements

Men's Club Spaghetti Dinner—Apr 11



The Men's Club will be hosting a spaghetti dinner on **April 11, from 4-7 PM** in the church basement. Cost is: \$12 adults, \$5 kids under 12, and children under 3 free. Get a plate of spaghetti or pasta with sauce and meatballs, garlic bread, salad, coffee, milk or water and ice cream for dessert. Wine and beer will be available for purchase. **Help spread the word by posting the flyer from last weeks bulletin at your work or in the community, extra flyers are in the back of the church.**

Easter Flower Donations

Please use the envelope included in your booklet, *donations exceeding the expense of Easter Flowers will be used towards church decorations.* Additional envelopes are at the back of the church and the side door. Thank you!



Easter Triduum Schedule

Holy Thursday (in Viroqua only): 5:15 PM
Adoration in the chapel after service until midnight

Good Friday: 12:10 PM in Viroqua
3:00 PM here

Holy Saturday (in Viroqua only): 8:30 PM

Easter Sunday: **8:00 AM here**
10:30 AM in Viroqua

CRS Rice Bowl & MCA Mite Boxes

Please collect loose change or cash throughout Lent and return your donations by Easter Sunday. Your generosity will assist impoverished children and families across the globe. To learn more and read this week's Story of Hope, visit crsricebowl.org.

Two Lenten Regulations:

1. Catholics who have celebrated their 14th birthday are to abstain from meat all Fridays in Lent and Good Friday.
2. In addition to abstaining from meat, Catholics who have celebrated their 18th birthday, until they celebrate their 59th birthday, are to fast on Ash Wednesday and Good Friday. Those who are bound to this regulation may eat only one full meal. Two smaller meals are permitted if necessary to maintain strength according to one's needs, but eating solid foods between meals is not permitted.

Diocesan/Local Announcements

ALL DAY CONFESSIONS at the Cathedral - Mar 30

Mon., Mar. 30th, 9 am - 6 pm. There will be four to five priests available to hear confessions at any given time.

Looking for a Fish Fry this Friday?

The Fish Frynder is the Diocese of La Crosse's dedicated web tool for finding Lenten meals. Find upcoming fish fry's by date and location across the diocese's 19 counties.

* Official Link: diolc.org/fishfrynder

* Calendar View: diolc.org/calendar/fish-frynder

Diocesan/Local Announcements

Project Seed Sales Coming in the Spring

Farmers, mark your calendars for a Forage & Seed Corn sale that will be coming to several locations in spring of 2026, supported by the Diocesan Rural Life Committee, offering high-quality, low-cost seed. Seed corn is offered in both conventional and glyphosate tolerant varieties. There will be alfalfa and clover ready for sale and non-GMO seed can be ordered. Comparable yields make this seed an attractive alternative.

Sale dates and locations:

- April 11 - 11 AM-1 PM at Sacred Heart Church in Cassel

For more information, call Scott Mohr at 608-769-2764, or Steve Mohr at 608-780-5460.

Divine Mercy Sunday - April 12

The Deanery of the La Crosse Diocese has chosen the Shrine of Our Lady of Guadalupe for the celebration of Divine Mercy Sunday. You are invited to make a pilgrimage for Divine Mercy Sunday on April 12.

The schedule for the day is as follows:

9:00 AM Latin Mass

11:00 AM Spanish Mass

12:00 PM Divine Mercy Chaplet (Spanish)

1:00 PM English Mass

2:30 PM Exposition of the Blessed Sacrament

2:45 PM Divine Mercy Reflection & Consecration

3:00 PM Divine Mercy Chaplet

3:15 PM Benediction & Reposition

3:30 PM St. Faustina Relic Blessing & Veneration

Confessions will be available 30 minutes before AM Masses and 12 Noon - 4 PM.

Cart shuttles will be available for pilgrims.

Polish food and Divine Mercy sundaes in honor of St. Faustina available all day at the Culina Mariana Cafe.

For more information, please call the Shrine at (877) 799-4059.

"On that day (Divine Mercy Sunday), the very depths of My tender mercy are open. I pour out a whole ocean of graces upon those souls who approach the Fount of My Mercy. The soul that will go to Confession and receive Holy Communion shall obtain complete forgiveness of sins and punishment." – Diary of St. Faustina #699



Making Saints Catholic Campus Ministry Banquet 2026

Sometimes it can feel like all we hear is bad news. But we have good news! Our Church is thriving! Roncalli Newman Catholic Campus Ministry is witnessing our young adults' lives transformed by Christ. We invite you to join us at Blessed Sacrament Parish Hall on **Saturday, April 18th** for an evening of celebration and community, raising support for our La Crosse Catholic Campus Ministry. Enjoy a delicious meal and hear from our students as they share the great things the Lord is doing in their hearts and on campus. Join us for cocktails, dinner, a silent and dessert auction, and of course - swing dancing to finish off the night. Registration is open now. \$50 per ticket. Please contact Adele with any questions - media@newmanlc.org



Lend a helping hand

Volunteer for Neighbors Day 2026!

We need you! April 25th is approaching quickly. Join over 500 volunteers to help community neighbors in the city of La Crosse to prepare their homes for spring. Volunteers are tasked with raking leaves and trimming shrubs. Register at: donate.habitatlacrosse.org

Diocesan/Local Announcements

Hope for Today - LDCCW Biennial Convention - Apr 25

The La Crosse Diocesan Council of Catholic Women will be holding their biennial convention on Saturday, April 25th from 8:30 AM - 3:00 PM. It will be held at Holy Family Catholic Church at 223 Maple Street, Arcadia, WI. The keynote speaker will be La Crosse Bishop Gerard Battersby. For more information and a registration brochure visit their website at www.ldccw.com.

Activity Corner

Palm Sunday / Passion Sunday

T A H B I C S D I E S F M G Y H B I L J
O K O L D M O N F O T P H Q E R N S
E T W U C W O X V Y E Z N A A B N C T
D W E H F I G C H H I W J I K L L L M
B N E O S P H Q E R D S F T O U R V
M W A X N Y Y Z



Use every second letter to fill in the blanks.

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New Parishioners: Welcome to our parish! Please introduce yourself to Fr. Joe and contact the parish office for registration and information. www.stmarycv.org/visit-us

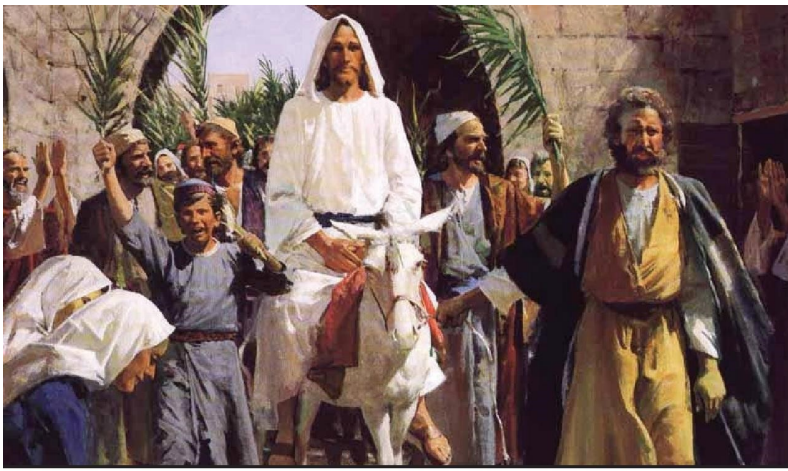
Sacrament of Reconciliation: Saturday from 3:15pm to 3:45pm

Sacrament of Baptism: Please use the registration form at: www.stmarycv.org/sacraments. Then mail or email it to stmarycv@mwt.net and jrichards@diolclergy.org You will be contacted by the parish office to finalize your requested date.

Sacrament of Anointing / Visitation of the Sick: Please contact the parish office or Fr. Joe when someone you know is in need of the Sacrament or a pastoral visit. Requests may also be made from our website under the Sacraments tab. www.stmarycv.org/sacraments

Mass Intentions: Please use the Mass Intention envelopes available in the church.

Book of Prayer Requests: Located in the back of church. Feel free to add your own prayer requests. The requests will be included in the parish prayers.



Entering into the Holiest Week of the Year

Holy Week Schedule

The events of Holy Week changed the world and are, therefore, the holiest days of the year. The sacred liturgies observed during this week remember and make present again the passing of Jesus from death to new life—what is called the Paschal Mystery. You will want to go through the entire week with Christ, dying to selfishness and sin in order to rise to new life along with Him.

Palm Sunday

Time: Sat. 4:00 PM and Sun. 8:00 AM

Palm Sunday is the first day of Holy Week, which commences with the blessing of palms and the reading of the Gospel somewhere outside the nave. A procession into church, with people holding blessed palm branches and singing festive songs follows, in imitation of the triumphant entrance of Jesus from Bethany to Jerusalem. Immediately afterwards, the theme of triumph changes radically with the reading of the Passion narrative, devoted to the suffering of Christ, which He endured for love of you.

Tues. 4:30 PM Adoration

Preparation Days

Time: 5:15 PM Stations followed by Mass

Monday, Tuesday, and Wednesday of Holy Week are preparation days, both spiritually and physically, for the holiest days to come later in the week. It is a most appropriate time to receive the Sacrament of Reconciliation.

Wednesday of Holy Week is known as Spy Wednesday. This gets its name because this is the day on which Judas betrayed Jesus to the Sanhedrin. Because Judas is thought to be sneaky, his actions conjured up the image of a spy.

The Chrism Mass is one of the diocesan highlights at which the Bishop blesses the oils for the celebration of the Sacraments of Baptism and the Anointing of the Sick, and consecrates the Sacred Chrism used in the Sacraments of Confirmation and Holy Orders. Priests also renew their priestly promises at this Mass, and the faithful pray for them. The Chrism Mass will be celebrated on Tuesday, March 31, at 10:30 a.m., at St. Joseph the Workman Cathedral in La Crosse. All are welcome to attend.

Holy Thursday

Time: In Viroqua only - 5:15 PM

Holy Thursday begins the Sacred Triduum – which means three days. On this first day the Church commemorates the events surrounding the Last Supper and the institution by Christ of the Holy Eucharist. At the Last Supper Jesus was with His Apostles celebrating the Passover, the annual memorial of the mystery of the Jews' escape from Egypt, and the “passing over” of the angel of death. The Passover was an exodus, or passage, from the oppression of slavery to spiritual freedom. On this night before His crucifixion, Jesus commanded that this Passover be celebrated in a new way as an unbloody anticipation of His sacrificial and saving death that would take place the next day on the cross. This was (is) the new Passover of the Lord in which we are freed from slavery to sin and death through our cooperation with His divine life of grace received in Holy Communion.

A solemn ritual of washing of feet takes place in imitation of Jesus who humbly served His Apostles by washing their feet. Jesus said, “A new commandment I give to you, that you love one another, even as I have loved you.... By this, all will know that you are My disciples, if you have love for one another.” (John 13:34, 35)

At the end of Mass, consecrated Hosts—the true presence of Jesus in the Holy Eucharist—are carried in procession to the side chapel of adoration. These Hosts will be received the next day in Holy Communion. After placing the Holy Eucharist in the tabernacle, an atmosphere of quiet watching with the Lord begins. This commemorates how Jesus went with His Apostles to the Garden of Gethsemane, and asking them (and you) to watch and pray with Him. Jesus prayed, “My Father, if it is possible, let this cup [of suffering] pass from Me; nevertheless, not as I will, but as You will it.” (Matthew 26:39) “And being in agony He

continued on back >>



DIocese of LA CROSSE, WI

Holy Week Schedule



prayed more earnestly; and His sweat became like great drops of blood falling down upon the ground.” (Luke 22:44) Remain with Jesus in His agony over what He knew He would endure for the sins of the world.

12:10 PM in Viroqua

Good Friday

Time: 3:00 PM here

The second day of the Sacred Triduum is the Passion of the Lord, known as Good Friday, the commemoration of the death of Jesus on the cross outside the walls of Jerusalem. The theme of this day throughout history has been one of quiet sorrow and mourning for the crucified and dead Jesus. Consider spending the hours of 12- 3 p.m. in quiet prayer, giving up even a drink of water, as this was the time that Jesus hung on the cross and died at 3 p.m.

The emphasis of the liturgy on this solemn day is on Scripture readings and prayers, the veneration of the cross, and the reception of the Eucharist consecrated on Holy Thursday.

Holy Saturday

Time: In Viroqua only - 8:15 PM

The daytime hours of Holy Saturday continue the atmosphere of Good Friday, and have been observed as a time of quiet and fasting. The Easter Vigil on the evening of Holy Saturday is the night of all nights and the primary celebration of Jesus' Resurrection. The elaborate and beautiful ritual of the Easter Vigil has four clearly-defined parts: the service of light, the Liturgy of the Word, the celebration of the Sacraments of Initiation and the reception of the risen Christ in Holy Communion.

The service of light begins with a darkened church. The priest lights the Paschal candle, the symbol of Christ's Resurrection. The Paschal candle is used to light small candles held by those in the congregation as all process into the church to the chant of "light of Christ."

The Exsultet is sung which recounts the saving action of Christ, and it is followed by the readings of the Mass, several from the Old Testament, interspersed with responsorial Psalms and prayers. The Liturgy of the Word consists of as many as seven Old Testament readings that recapitulate God's saving action throughout history. The Gloria is then sung with the maximum amount of musical instruments, bells, and choir available to the parish. The Gospel is proclaimed that narrates eye witness accounts of those who encountered the risen Christ, stirring you to a deeper realization that He is alive! There are baptisms, bringing people to new life in Christ followed by confirmation, strengthening them to be bold witnesses for their faith in God. You will renew your own baptismal promises to live more fully as a committed disciple of Christ. The Liturgy of the Eucharist is celebrated with the greatest of joy, leading to our reception of the risen Christ in Holy Communion. This is a day to rejoice that the establishment of the Church and the celebration of the Sacraments are all made possible through the suffering, death and resurrection of Jesus Christ.

Easter Sunday

Time: 8:00 AM here, 10:30 AM in Viroqua

The theme of Easter morning continues the triumphant joy of the Easter Vigil. It remembers and celebrates the very foundation of Christianity: Jesus who is Lord is raised from the dead. You will want to share in this incredible joy by participating, as much as possible, in the holiest Week of the year.

