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Timothy E. Sheehan, award-winning TV ad director

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Timothy Edward Sheehan, an award-winning television advertising director, died April 25 in his home in Oshawa, Ont., after a brief illness. He was 76.

Born in Buffalo, he grew up on Grand Island and was a graduate of Canisius High School and Canisius College. After college, he worked for WBEN-TV in various capacities, then served in the Army.

Returning from service, he moved to New York City to work in advertising and was associated with some of the leading agencies, including BBD&O and Doyle Dane Birnbach. He was producer for the agency Benton&Bowles in 1965 for its Clio Award-winning commercial "On the Rocks" for the aperitif wine Byrrh.

He moved to Toronto in the mid-1970s and continued his career in television advertising, primarily as an independent producer and director with his wife.

Mr. Sheehan retired from television in the early 1990s, returned to Buffalo and attended Erie Community College, earning his certification as a substance abuse counselor. He worked as a counselor for Erie County in the Main Street clinic in Buffalo, retiring in 2002.

In the 1950s, he was one of the original actors and directors at the Grand Island Playhouse. He also was a New York Yankees fan.

Surviving are his wife of 29 years, the former Marion Bern; two daughters, Deirdre Devita and Maeve Egner; a sister, Patricia Evans; and three brothers, Dr. Thomas, Brian and Joseph.

Private services were held in Oshawa. A celebration of his life will be from 2 to 5 p.m. May 28 in the Sheehan family home, 2189 Love Road, Grand Island.