



NEWS FROM THE OFFICE OF
ADAM J. BELLO
MONROE COUNTY EXECUTIVE

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**COUNTY EXECUTIVE BELLO ANNOUNCES PUBLIC AWARENESS
CAMPAIGN TO PREPARE FOR—AND ENJOY THE
April 8, 2024 TOTAL SOLAR ECLIPSE**

Be Aware: Be Prepared: Be There for the Total Eclipse

ROCHESTER, NY — Monroe County Executive Adam Bello today announced a public awareness campaign and website to ensure people are ready and prepared to enjoy the April 8, 2024 total solar eclipse event in Monroe County. Western New York and the Finger Lakes region expect 300,000 to 500,000 visitors, with about 150,000 of those in Monroe County alone—as the county is the direct path of the “totality,” or phase of a solar eclipse when the Moon completely covers the face of the Sun.

“The Total Solar Eclipse is a once-in-a-lifetime experience and there’s not a bad seat in the house. While we can expect traffic delays and the minor inconveniences that come with hosting any major event, with some preparation and planning, we can all enjoy this extraordinary cosmic occurrence,” **said County Executive Bello**. “If you are looking for a family friendly place to view the eclipse and spend the afternoon, I invite you to ‘Pick a Park and Park it!’ Explore one of our 21 beautiful county parks, avoid the rush before and after the eclipse and enjoy a fun family outing. You can find the best parks for viewing the eclipse and the park amenities available that day at monroecounty.gov/eclipse2024.”

The awareness campaign’s goal is for residents to **Be Aware** of the April 8th eclipse: **Be Prepared** for school and business closures, increased traffic and the need to use special glasses to safely view the eclipse: **Be There** to make the most of all the events and activities happening on that day. The campaign includes digital and radio ads in English and Spanish, as well as posters distributed to schools, municipal buildings, libraries, City R-Centers, senior centers and community-based organizations.

Additionally, information regarding what to expect during the eclipse, traffic information and where and how to safely view the eclipse is available at monroecounty.gov/eclipse2024.

“We are working diligently to ensure that this eclipse is a joyous occasion for all,” said **Mayor Malik D. Evans**. “Whether you watch from your own backyard, from a nearby park, or at one of our community’s events, the Total Solar Eclipse will be a safe and enjoyable experience for our city and region thanks to the collaboration of our many local partners. I encourage everyone to plan ahead and be aware on April 8.”

The Monroe County Sheriff’s Office and the Monroe County Department of Public Safety developed a plan to cover contingencies around law enforcement, emergency medical support, road and traffic control.

“The Monroe County Sheriff’s Office, in collaboration with our law enforcement, fire, EMS partners and the Monroe County Department of Public Safety, have planned for and are prepared to welcome hundreds of thousands of visitors to our region to view this wonder,” **said Monroe County Sheriff Todd Baxter.** “That being said, we ask for your patience as we coordinate and monitor expected traffic congestion on our roadways and ask everyone to remain vigilant as we welcome an influx of people to our community. Please be prepared and most of all enjoy a safe place, such as our beautiful parks or your own backyard, to take in this once-in-a-lifetime event in our area.”

Greater Rochester Chamber of Commerce President and CEO Bob Duffy said, "As the voice of business in Monroe County and the Finger Lakes region, we emphasize the importance of preparation and awareness for the April 8 total solar eclipse. We urge residents, businesses, and visitors to mark their calendars, secure special glasses, and plan their eclipse experience wisely. We thank County Executive Adam Bello for his leadership in ensuring a safe and memorable event for all. Let's all enjoy this once-in-a-lifetime experience!"

On April 8, 2024, the eclipse will occur from 2:07 p.m. - 4:33 p.m. The “totality” will last from 3:20 p.m.—3:24 p.m., for 3 minutes and 38 seconds. The next total solar eclipse for Rochester won’t occur for another 120 years, on October 26, 2144.

“The upcoming Total Solar Eclipse is a true once-in-a-lifetime event for the Rochester community. As Monroe County prepares to welcome hundreds of thousands of visitors for this celestial celebration, Visit Rochester is excited to welcome these visitors to area hotels, restaurants and eclipse events. This major event will have a long lasting impact on our local community as well as a direct effect on the economic impact of tourism in our community,” **said Don Jeffries, president & CEO, Visit Rochester.**

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