



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

For Immediate Release
Tuesday, June 3, 2025

**COUNTY EXECUTIVE BELLO ANNOUNCES RETURN OF
WEGMANS CONCERTS BY THE SHORE SERIES
AT ONTARIO BEACH PARK**

Free series starts June 4 with performance by Nik and the Nice Guys

ROCHESTER, NY — Monroe County Executive Adam Bello, along with the Ontario Beach Program Committee, today announced the 2025 return of the popular Wegmans Concerts by the Shore series to Ontario Beach Park, 50 Beach Avenue, 14612. The series kicks off at 7 p.m. on Wednesday, June 4 with a performance by Nik and the Nice Guys. The concert is free to the public.

"I can't think of a better way to spend a summertime Wednesday evening than enjoying a free family-friendly concert in beautiful Ontario Beach Park," **said Monroe County Executive Adam Bello**. "I'm grateful to Wegmans, the City of Rochester and the Ontario Beach Park Program Committee for helping to carry this tradition on into its 39th year."

In its 39th season, the Concerts by the Shore series takes place at 7 p.m. every Wednesday at Ontario Beach Park from June 4 through August 27, with the exception of the July 9 show, which begins at 7:30 p.m. Parking is available in the beach parking lots and the park is accessible by RTS.

Concert-goers are encouraged to arrive early and either bring a picnic dinner or visit one of the lakeshore-area restaurants. Additionally, food concessions will be available at this year's series, including hot dogs, hamburgers, sausage and Red Osier Roast Beef sandwiches.

Wegmans sponsors the family-friendly performances and the series is presented by the all-volunteer Ontario Beach Park Program Committee in partnership with the City of Rochester and Monroe County.

This year's lineup is as follows:

- June 4, Nik and the Nice Guys (show band)
- June 11, Sticks and Stones (classic & modern country)
- June 18, The Skycoasters (high energy party band)
- June 25, The Invictas (60s & 70s rock & roll)
- July 2, Atlas (funky dance music)
- July 9, Rochester Philharmonic Orchestra *begins at 7:30 p.m.*

- July 16, La Crema (merengue with English twist)
- July 23, Junk Yard Field Trip (eclectic rock)
- July 30, Ignite Reggae (reggae)
- August 6, Magnetic Flow (Motown revue band)
- August 13, The Dukes (60s & 70s R&B)
- August 20, ALLEGRO (premier party band)
- August 27, Ruby Shooz (50s/60s rock & roll)

For the complete schedule of concerts, call the Beach Information line at (585) 865-3320 or visit www.ontariobeachentertainment.org.

—30—

Media inquiries:

Steve Barz, Director of Communications
stevebarz@MonroeCounty.gov
 (585) 753-1064

Molly Clifford, Deputy Director
mollyclifford@MonroeCounty.gov
 (585) 233-3699