



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

For Immediate Release

Friday, June 27, 2025

**MONROE COUNTY EXECUTIVE ADAM BELLO ANNOUNCES
OPENING OF PENFIELD SERVICE CENTER FOR
VETERANS AND OLDER ADULTS**

*Satellite office will be staffed by Office of the Aging, Lifespan
and Veterans Service Agency*

ROCHESTER, NY — Monroe County Executive Adam Bello joined other dignitaries today for the ribbon cutting of a new service center to support county residents seeking access to vital services. The convenient, accessible office will help connect residents with knowledgeable staff and serve as a resource for veterans and aging services. This satellite office is located at BayTowne Plaza in the town of Penfield, and is made possible with funds from the American Rescue Plan Act. It joins a similar location now open at Greece Ridge Mall.

“These new service centers will help us to better connect with residents by meeting them closer to home,” **said County Executive Bello**. “We want to make sure that local veterans get all of the benefits they’re entitled to, and we want to connect older adults and caregivers with the services and supports that can improve their quality of life. Thank you to our friends at Lifespan for partnering with us on this effort, as well as the County staff who will serve these locations.”

The Monroe County Veterans Service Agency (VSA) will provide free assistance to veterans and their families at each location. Specifically, the VSA can help navigate the United States Department of Veterans Affairs' claim system, including filing appeals for denied claims, and will review eligibility for all programs to make sure veterans are receiving all of the benefits they’ve earned.

Lifespan of Greater Rochester, experts in aging services and a valuable partner of Monroe County’s Office for the Aging, will also have staff available at each location to assist older adults and caregivers with guidance on aging services and other supportive programs. This includes information about home care options, housing, transportation, wellness programming, financial support, health insurance counseling appointments, caregiver supports & resources, and referral services to a host of local programs and services.

“By establishing this new satellite Veterans Services Office at BayTowne Plaza, we’re making it easier for veterans and their families to access the care and support they deserve,” **said Congressman Joe Morelle**. “Bringing experts and critical resources

closer to home will help foster stronger families and a healthier community. I'm grateful to County Executive Bello and to the teams at Monroe County and Lifespan for directing these federal funds toward strengthening veterans' services in our region."

"We're grateful to County Executive Bello and our partners at Lifespan and the Veterans Service Agency for making this investment in our community," **said Penfield Town Supervisor Jeff Leenhouts**. "The new service center at BayTowns Plaza provides convenient access to critical resources for our seniors and our veterans. A trip down the street instead of across town for an appointment can make all the difference when it comes to health and well-being, and this new center does just that for area residents. This is a meaningful step toward improving care, connection, and quality of life for those who need it most in Penfield and beyond."

"The growth in the percentage of older people residing in Monroe County continues to rise. Monroe County's effort to address this increase is creating more convenience for family caregivers and their loved ones in order to access these valuable services," **said Steven Newcomb, Director, Monroe County Office for the Aging**. "This convenient satellite location speaks volumes as to how Monroe County values older residents and their family caregivers."

"Monroe County Veterans Services continues to assist Veterans in securing VA financial benefits that often make a difference between a Veteran struggling and thriving in our community," **said Nick Stefanovic, Director, Monroe County Veterans Service Agency**. "I am grateful that County Executive Bello recognizes the importance of making sure all Veterans in Monroe County can easily access these services."

"When our community comes together to support those most in need, everyone benefits," **said Legislature President Yversha Román**. "Opening this second service center to better serve the East side of Monroe County ensures that critical services for older adults and veterans are more accessible. By meeting individuals where they are, we're helping residents connect with the resources and care they deserve. Every step we take toward equity and access is a step toward a stronger, healthier Monroe County. I am grateful for community partners like Lifespan for making this service center possible."

"Today's Penfield VSA/OFA Service Center opening is about making government more responsive and effective," **said Legislator Paul Dondorfer**. "By bringing vital services closer to home, we're cutting red tape and ensuring veterans and older adults can access the support they've earned. This is exactly the kind of common-sense investment that delivers real results for our community."

"We are thrilled to support County Executive Adam Bello's efforts to make services more accessible to people in the County," **said Ann Marie Cook, President/CEO, Lifespan of Greater Rochester, Inc.** "It is difficult to understand aging services, including eligibility for benefits and other programs. These satellite sites will provide

people an opportunity to meet with professionals in a convenient location so they can get access to services and understand benefits.”

Each office will be open Monday through Friday from 8:00 am to 4:30 p.m. The locations are:

BayTowne Plaza, Suite 645
1900 Empire Boulevard
Webster, NY 14580
(585) 753-2812

Greece Ridge Mall, Inline Space F5
271 Greece Ridge Center Drive
Rochester, NY, 14626
(585) 753-2802

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