



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

**For Immediate Release**  
**Friday, October 25, 2024**

**MONROE COUNTY EXECUTIVE ADAM BELLO ANNOUNCES  
THIRD ANNUAL VETERANS DAY PARADE SPONSORED BY  
SALVATORE'S PIZZA**

*“The Vietnam Veteran” will serve as Grand Marshal for parade  
on Saturday, November 9, 2024*

**ROCHESTER, NY** — Monroe County Executive Adam Bello today announced Monroe County’s Third Annual Veterans Day Parade is sponsored by Salvatore’s Pizza. The parade will be held on Saturday, November 9, 2024, and will kick off at 10:30 a.m. at the corner of South Goodman Street and Highland Avenue and proceed up Highland Avenue to the Greater Rochester Vietnam Veterans Memorial in Gary Beikirch Park on South Avenue.

The Grand Marshal of this year’s parade will be “The Vietnam Veteran,” in recognition of the fiftieth anniversary of the end of the Vietnam War. A float will carry members of the Vietnam Veterans of America Chapter 20 as the centerpiece of the parade.

“I’m grateful to SoccerSam Fantauzzo and Salvatore’s Pizza for their sponsorship of this year’s parade, and for their support of local veterans,” **said Monroe County Executive Adam Bello**. “The Veterans Day parade continues to grow every year, and I am grateful to this community for ensuring this parade serves as a tribute to those who selflessly defend our freedom.”

"Salvatore's is proud to continue our support of our local veterans by sponsoring this year's 2024 Veterans Day Parade," **said Kayla Kent-Moreira, President of Salvatore's**. "It is our greatest honor to not only support one of our own — veteran Nick Pearl, owner of the Henrietta Salvatore's Saloon — but also honor the sacrifices and service of our local veterans by acknowledging their contributions to our country"

Monroe County Sheriff Todd K. Baxter and longtime radio host Alan “Brother Wease” Levin have served as the parade’s previous Grand Marshals.

This year’s parade will include musical marching units, veterans’ service organizations, law enforcement, military-style vehicles, high-ranking active duty service members and groups representing veterans of all eras and military branches.

A family-oriented Honor Ceremony will immediately follow at the Vietnam Veterans Memorial. Music and pizza will be available from our title sponsor this year, Salvatore's Pizza and SoccerSam Fantauzzo.

Any organization interested in registering to participate in the parade and honor ceremony should visit <https://www.monroecounty.gov/vsa-parade> for more information and an application.

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