



City of Rochester • County of Monroe

**For Immediate Release:
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Monroe County Executive Adam Bello & Rochester Mayor Lovely Warren Announce COVID-19 Vaccine Incentive with ROC Summer Soul Festival

Rochester, NY – Monroe County Executive Adam Bello and Rochester Mayor Lovely Warren, in conjunction with Common Ground Health, the United Way of Greater Rochester and ROC Summer Soul Fest, are pleased to announce that anyone aged 18+ attending a Monroe County- or Finger Lakes COVID-19 Vaccine Hub-sponsored vaccine clinic in the city of Rochester from July 7th to July 31st will be eligible to be entered into a weekly drawing for a pair of tickets to the ROC Summer Soul Festival.

“We are excited to witness the returns of many festivals in Monroe County this summer, and the return of the ROC Summer Soul Festival is just another example of our community being on its way back to the normalcy that we all missed so much,” **said County Executive Bello**. “I’m thankful for the partnership of Common Ground Health, the United Way of Greater Rochester, and the ROC Summer Soul Festival as we look to continue to bring the vaccine to places where people are, and ensure that we defeat COVID-19.”

“The 25th Anniversary Rochester Summer Soul Musical Festival is one of our city’s premier events of the year,” **said Mayor Warren**. “This opportunity to get vaccinated, protect your circle and win tickets is simply outstanding! If you haven’t done so already, now is the time to get one of the vaccines so you can and your family can enjoy this summer safely.”

“I’m thrilled to see the City and County working together to meet people where they are to get more of our residents vaccinated,” **said City Council President Loretta Scott**. “The Summer Soul Music Festival is the event of the season. And, getting a chance to attend for free while protecting yourself and your loved ones is an opportunity I hope everyone takes!”

Twenty-five winners will be drawn each Sunday for four weeks beginning Sunday, July 11th through Sunday, August 1st. Individuals can be entered at both their first and second dose clinics, affording Monroe County residents two chances to win tickets (single-dose Johnson & Johnson vaccine recipients will receive two entry forms). Names of winners will be shared on the ROC Summer Soul Website and flvaccinehub.org, and announced on 103.9 WDKX. Tickets will be mailed to winners.

The two-day ROC Summer Soul Festival begins at 5 p.m. on Friday August 27, headlined by multi-Grammy award winning platinum selling group Boyz II Men. Tickets can be purchased online at <https://www.rocsummersoulfest.com/> or in person at the Frontier Field Box Office located at 1 Morrie Silver Way.

In addition to the ROC Summer Soul Festival ticket giveaway, other available incentives in July include a \$25 gift cards. Other promotions may be offered per site sponsor and the Finger Lakes Region Vaccine Task Force.

COVID-19 vaccines are FREE to everyone regardless of health insurance status. Further information on walk-in allowance and appointments for Monroe County-operated COVID-19 vaccination clinics can be found online at <https://www.monroecounty.gov/health-covid19-vaccine>. For more information on additional vaccination opportunities in the Finger Lakes Region, visit the appointment finder on the Finger Lakes Region Vaccination Hub website at <https://flvaccinehub.com/getting-your-vaccine/>.

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