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Gary R. McCarthy  
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### PRESS RELEASE

# City of Schenectady and Transfinder Hosting First Responders Holiday Parade

*City partnering with Transfinder to map and track Parade Route*

**SCHENECTADY** – Mayor Gary McCarthy announced the City of Schenectady’s “First Responders Holiday Parade” will begin Tuesday, December 15, 2020 at 6:00pm. Due to COVID 19, Schenectady’s Annual Holiday Parade before Thanksgiving was unfortunately cancelled. The City is pleased to announce that if the community could not come to the parade this year, the first responders would bring the parade to the community.

The First Responders Holiday Parade is a collaborative effort of the City of Schenectady’s Fire and Police departments, the Schenectady County Sheriff’s Department, the City’s Department of General Services, and Mohawk Ambulance Company. The parade will consist of first responder vehicles festively decorated to celebrate the holiday season and will feature holiday music as Santa Claus greets residents along the route.

“We had this idea when news came that the Schenectady Holiday Parade was canceled because of the pandemic,” said **Assistant Fire Chief Don Mareno**. “That parade is typically held in late November and believed to be the largest nighttime holiday parade in the Northeast. It would have been the 52nd year of the parade. With all the stresses of everything happening because of COVID, we thought it would be nice to bring the parade to the community.”

The parade will kick off at 6:00 pm on Tuesday and make its way throughout every neighborhood in the City of Schenectady. Transfinder has developed a map of the parade route where residents will be able to track the progress of the parade online at [www.paradefinder.com](http://www.paradefinder.com).

“Transfinder is honored to provide the technology behind this parade so our community can get the very most out of this event,” said **Antonio Civitella, president and CEO of Transfinder**. “We live in a great region and our first responders are once again doing what they always do, serving our community. We are glad to be a part of this initiative.”

“Everyone loves the parade and having our first responders visiting every neighborhood is very special,” **Mayor McCarthy said**. “I know our community will appreciate this special event.”

While watching the parade move through the neighborhoods, members of the public are urged to do so safely by wearing a mask and maintaining proper distance from others, in accordance with CDC and Department of Health guidelines.

During these challenging and difficult times, we hope the First Responders Holiday Parade will bring just a little joy and happiness to this very special time of year, **Mayor McCarthy added**.

## **Parade Route**

Meet at Schenectady Fire Department Station 1 and assemble on Smith Street.

### **0600 Start Time**

R on Veeder Ave

Continue on to Millard St

L on Broadway

R on Campbell

L on Olean St

L on Broadway

R on Cleveland

L on Guilderland

Continue on to Broadway

R on Congress

R on Third Ave

L on Cutler

L on Tenth Ave

L on Crane

R on Main

Continue on to Craig

L on Strong St

R on Summit Ave

R on Delamont

Continue on Hamilton St

R on Craig St

L on Duane Ave

L on Watt St

Continue on to Albany St

R on Kings Rd

L on McDonald Ave

L on Gifford

Left on State St

R on Marshall Ave

L on Consaul Ave

R on Oregon Ave

L on Golf Rd

R on Fehr Ave

Continue onto Ashmore

L on Eastern Pkwy

R on Wendell Ave

L on Union St

R on South Church St

R on Front

Continue on to Green St

L on Erie Blvd

R on Nott St

L on Van Vranken Ave

R on Wood Ave

R on Lenox Rd

L on Hendrickson

R on Oakland

L on Cresse

R on Rosa Rd

L on Belmont

R on McClellan

R on Nott St

L on Lenox Rd

R on Union Ave

Continue on Union St

L on Nott Terrace

R on Liberty

L on Church

L on State St

R on Veeder

End of Parade on Veeder Ave and Smith St

