

**News Release from  
The Honorable Sandra Doorley  
Monroe County District Attorney**

August 21, 2023

FOR IMMEDIATE RELEASE  
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**Joseph Serrano Sentenced to 25 Years to Life**

Rochester, NY- Monday, August 21, 2023, New York State Supreme Court Justice Moran sentenced 33-year-old Joseph Serrano to 25 years to Life in the New York State Department of Corrections. He was previously convicted by a jury of Murder in the 2<sup>nd</sup> Degree and two counts of Criminal Possession of a Weapon in the 2<sup>nd</sup> Degree for the murder of Dallas Cooper.

On April 10, 2022, Rochester Police Officers arrived at the Family Dollar in Goodman Plaza for shots fired outside the store. Upon arrival, they found Dallas Cooper unresponsive with two gunshot wounds. Dallas Cooper was later declared dead at Strong Memorial Hospital. Joseph Serrano was also shot during the altercation. At the time of the shots, the Family Dollar was open for business, with employees and customers inside. After a swift and thorough investigation by the Rochester Police Department, Joseph Serrano was arrested for the murder and the illegal weapon possession after he was released from the hospital with non-life-threatening injuries.

The case was prosecuted by Special Assistant District Attorney Kevin Sunderland, of the Special Victims Unit.

“Joseph Serrano brazenly fired his illegally possessed weapon outside the Family Dollar, murdering Dallas Cooper, and risking the lives of innocent patrons and employees,” said Assistant District Attorney Kevin Sunderland. “I want to thank the Rochester Police Department for their investigation that resulted in today’s life sentence. My thoughts are with Dallas Cooper’s family, who had to relive his death in a court of law. It is my sincere hope that they can continue mourning Dallas knowing that their loved one’s murderer is incarcerated.”

“The lives of many residents were put at risk when Joseph Serrano began shooting at Dallas Cooper, who was a stranger to the defendant,” said District Attorney Sandra Doorley. “He did not give the victim’s life, or anyone’s life, consideration when he drew an illegal weapon and violently fired shots, one even going through the glass at the Family Dollar. Our community is safer with Joseph Serrano incarcerated.”

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