



News from the Office of  
**Adam J. Bello**  
Monroe County Executive



**For Immediate Release**  
**Thursday, May 27, 2021**

**Monroe County Executive Adam Bello Announces ‘Choose Your Brew’  
COVID-19 Vaccine Initiative**

*Partners with local breweries and Dunkin’ – participants will receive either a free beer or  
\$5 Dunkin’ Gift Card*

**ROCHESTER, NY** — Today, Monroe County Executive Adam Bello announced the launch of a new COVID-19 vaccination partnership for the month of June. The ‘Choose Your Brew’ effort will offer a free beer to anyone who receives their COVID-19 vaccine at one of the participating breweries or a \$5 gift card to Dunkin’ for non-beer drinkers who get vaccinated at any Monroe County-operated vaccination clinic.

“Whether you love a good lager, pilsner, ale or dark roast coffee and baked goods, ‘Choose Your Brew’ has something to offer for everyone, while also providing a fun and unique way for community members to access the lifesaving COVID-19 vaccine. We’re incredibly grateful to our local breweries and Dunkin’ for stepping up to the plate and helping with this effort,” **said County Executive Bello.**

Monroe County will host pop-up COVID-19 vaccine clinics at participating breweries – Genesee Brew House, Rohrbach Brewing Company, Irondequoit Beer Company, Lock 32 Brewing Company and Three Heads Brewing. Anyone who receives their vaccine at one of the brewery pop-ups will get a free beer or a voucher for a free beer, depending on hours of operation of the vaccination clinic and brewery hours. All brewery locations will be offering the Johnson & Johnson vaccine, which is approved for anyone 18 years of age and older, during their promotional clinic. Dates, times and locations for each brewery clinic are as follows:

- Genesee Brew House, 25 Cataract St– June 8 from 4:00 – 8:00 p.m.
- Rohrbach Brewing Company, 3859 Buffalo Rd – June 10 from 3:00 – 7:00 p.m.
- Irondequoit Beer Company, 765 Titus Ave – June 15 from 2:00 – 5:00 p.m.
- Lock 32 Brewing Company, 10 Schoen Pl – June 19 from Noon – 4:00 p.m.
- Three Heads Brewing, 186 Atlantic Ave – June 21 from 3:00 – 7:00 p.m.

“Our industry, like many others, suffered greatly during the pandemic. Our community has taken significant steps forward to get back to the lifestyle and business climate that we enjoyed before COVID-19. However, we still have some work to do to truly get past this pandemic. Rohrbach’s is honored to help in a small way to make it more convenient for our neighbors to receive the vaccine,” **said John Urlaub, Rohrbach Brewing Company.**

“We are grateful for the opportunity to help our community get vaccinated through Monroe County’s ‘Choose Your Brew’ program,” **said Malcolm Franklin, Genesee Brew House**

**manager.** “We will be hosting a pop-up vaccination site on Tuesday, June 8 at the Genesee Brew House. So stop in, get vaccinated and then have a beer! We are excited to see Rochester come together again at the Brew House and across the city!”

“We are thrilled to be a part of this effort to help our community get vaccinated and get one step closer to getting back to pre covid activities” **added Leslie DiCesare, GM Irondequoit Beer Company.**

Thanks to a partnership with Dunkin’, Monroe County will also be able to offer a \$5 Dunkin’ card to the first 2,000 Monroe County residents who get their COVID-19 vaccine at any County-operated clinic, beginning June 1. This includes the Rochester Riverside Convention Center, County Fleet Center, Community Based clinics in the city of Rochester, and various pop-up clinics with local school districts, fire departments, the YMCA of Greater Rochester and other locations. These clinics will offer both the Johnson & Johnson vaccine, as well as the Pfizer vaccine, which is approved for anyone 12 years of age and older.

“Dunkin’ is honored to support Monroe County in their work to vaccinate the community,” **said Eric Stensland, Field Marketing Manager for Dunkin’.** “Over the past year, Monroe County has worked around the clock to help keep our communities healthy and safe. On behalf of Dunkin’ and our local franchisees, we thank Monroe County and its dedicated staff for their commitment to helping us emerge from the Covid-19 pandemic. Dunkin’ is proud to help keep Western New York running.”

For updated information about Monroe County Department of Public Health vaccination efforts, please visit <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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