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Albany Capital Center Announces Farewell to 2020 Virtual Parade Featuring Notable Local Businesses and Entertainment for the Whole Family

ALBANY, N.Y. -- The Albany Capital Center (ACC), in conjunction with CDTA and Transfinder, has announced plans for the Farewell to 2020 Parade. The virtual charity event will feature many regional businesses, organizations and families as well as musical guests, all hosted by Chad O'Hara from B95.5, Albany Broadcasting. The Facebook Live event will be broadcast on Wednesday, December 30.

The goal of the event is to bring the Capital Region together to say goodbye to 2020 and raise money for local nonprofits whose fundraisers had to be canceled because of the pandemic this year. Each participating business or organization will create a parade "float" using a vehicle or vehicles of their choice. With Transfinder's technologies, the ACC will create a virtual parade route through the Capital Region where viewers can follow along. As the parade unfolds, the broadcast will check in with companies, showcase their parade float creations, present musical performances, and feature people offering special holiday messages.

"This year was unlike any other we've ever experienced at our facility," said Doug McClaine, general manager, Albany Capital Center. "This parade was the brainchild of our team. We were able to find several ways to pivot during COVID-19. However, many fundraising events planned at the Albany Capital Center had to be canceled, resulting in a loss of funds for countless charitable organizations in our local area. This virtual event is a way for us to give back to our nonprofit clients who 2020 impacted financially. Since our opening we have been able to bring people together, this is our way to bring people together, though virtually and say farewell to 2020."

The finished product will be broadcast on the ACC's Facebook Live feed, with Chad O'Hara announcing the floats and other entertainment as the parade makes its way around the virtual route. With sponsorships provided by the local businesses participating, 100 percent of the proceeds will go to a deserving group of local nonprofits who had to cancel fundraisers at the ACC due to COVID-19 in 2020.

Any business interested in participating should contact Doug McClaine at doug.mcclaine@asmalbany.com.

About the Albany Capital Center: *Opened in March 2017, the Albany Capital Center, operated by leading venue manager ASM Global, is a modern, premier event and meeting destination in New York's culturally rich Capital Region. Connected to the Times Union Center, Empire State Plaza and Renaissance Albany Hotel via enclosed walkways, the convention center hosts a diverse array of trade shows, consumer and social events, and meetings for up to 5,000 guests. It boasts 22,500 square feet of ballroom/exhibit space, six meeting rooms with 9,200 square feet of space, 13,500 square feet of pre-function space, state-of-the-art technology, and impeccable dining options. The ACC is conveniently located in downtown Albany and within walking distance of the New York State Capitol, business and warehouse districts, performing arts venues, museums, shops, restaurants and nightlife. For more information about the Albany Capital Center visit www.albanycapitalcenter.com, or contact the sales department at (518) 487-2009 or shannon.licygiewicz@albanycapitalcenter.com.*

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