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Albany Capital Center, Local Businesses and Families Bid Farewell to 2020 Raising Funds for Capital Region Nonprofits

ALBANY, N.Y. -- The Albany Capital Center (ACC), in partnership with CDTA and Transfinder, held a Farewell to 2020 Virtual Parade on December 30. The 45-minute, preproduced virtual charity event featured floats and holiday greetings from regional businesses, nonprofit organizations and families, musical guests and dance performances. The broadcast to date has reached more than 14,600 people via Facebook Live to properly say goodbye to 2020.

The parade raised over \$15,000 which will go to area nonprofits including Wine & Dine for the Arts, American Cancer Society Northeast Region, United Way of the Greater Capital Region, Leukemia & Lymphoma Society Upstate NY/Vermont Chapter, Pride Center of the Capital Region, Toys for Tots, In Our Own Voices, Inc., Equinox, Inc., American Heart Association - Capital Region, and Alzheimer's Association Northeastern New York Chapter. This group was selected as the charities were unable to host their usual fundraisers at the ACC in 2020 due to the pandemic.

Albany Broadcasting radio personality Chad O'Hara from B95.5 was the emcee and provided commentary of the performances, parade sponsors and participating floats. Transfinder, a local bus navigation technology company, created a virtual parade route which highlighted stops along the way during the broadcast. The event also featured messages of encouragement, inspiration for the year ahead as well as thoughts of gratitude from Capital Region nonprofit organizations who were benefiting from the event effort.

"2020 was a year full of obstacles for everyone and our community partners in the nonprofit sector had to cancel or postpone their major fundraisers," said Doug McClaine, general manager, Albany Capital Center. "The virtual parade allowed us to enthusiastically bid 2020 farewell while uniting to support our local nonprofits who continue to make a difference in our community despite the challenges of the last year. We want to thank our sponsors, Capital Region families, Baker Public Relations for donating their creative services to the project and the Albany Capital Center team for making this event a success."

"Transfinder was privileged to map the Farewell to 2020 Virtual Parade," said Antonio Civitella, president and CEO of Transfinder. "What an amazing event. Despite challenges caused by the ongoing pandemic, it is amazing to see the innovative and creative ways we can still come together. Congrats to all those involved who made this happen. We are honored to have been a part of this effort."

“CDTA was proud to help connect people with this wonderful event,” said Jonathan Scherzer, director of marketing, CDTA. “Special thanks to all the community members and organizations that joined the Parade to raise funds for a wide scope of causes as we look forward to a bright 2021.”

Participating sponsors included NYSCOPBA, CAP COM FCU, Noble Gas Solutions, Sames Media Group., Albany Medical Center, Mohawk Honda, Baker Public Relations and DeCrescente Distributing Company. To view the Farewell 2020 Virtual Parade, visit the Albany Capital Center’s Facebook [page](#).

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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