



THE BLACK ROCK RIVERSIDE ALLIANCE HIRES ITS FIRST EXECUTIVE DIRECTOR

January 31, 2022 – BRRAlliance, Inc, a 501(c)(3) not-for-profit organization that serves greater northwest Buffalo, is proud to announce the hiring of longtime volunteer and contractor Anne McCooey as its first fulltime employee and Executive Director. In this capacity, she serves as the principal adviser of the Board of Directors and provides executive leadership of day-to-day operations of the organization.

“We are so grateful to Anne McCooey for her years of service and for her expanded commitment to the Black Rock Riverside Alliance’s goal of advancing the underserved communities of northwest Buffalo,” said Deneb Pirrone, President of the BRR Board of Directors. “Our hyper-localized volunteer-run organization just hired its first fulltime executive. We would never have reached this point without her.”

Born and raised in Buffalo, Ms. McCooey brings over 30 years of leadership experience to the position of Executive Director. Her extensive resume includes decades in nonprofit senior management roles in health care and culturally focused organizations operating on local, regional and international levels.

“I am honored to take the helm of the Black Rock Riverside Alliance,” said Anne McCooey, Executive Director. “As we enter our 11th year as a community-based organization we have an amazing slate of projects planned for the community and an ambitious long-term strategy to execute. I am excited to be part of it and proud to be working with a dedicated Board of Directors and dozens of community volunteers to show you what we do next.”

Ms. McCooey joined the Black Rock Riverside Alliance as a contract Program Manager in January 2018. Over the past four years, Ms. McCooey brought over a million dollars in program funding into northwest Buffalo, built out the BRRAlliance’s VISTA/AmeriCorps program, and coordinated operations so that the Black Rock Historical Society could spin off from the Alliance and receive their permanent charter as an independent educational institution. She also spearheaded several major initiatives for the BRR including Main Street Initiative Grant revitalization projects and certifying the City of Buffalo as a Wildlife Habitat Community through the National Wildlife Federation, making it the 16th largest designated habitat community in the county.

Incorporated in 2011 as a 501(c)(3) organization, BRRAlliance, Inc. has a mission focused on improving the quality of life for the people who live and work in the Buffalo communities of Black Rock, Riverside, West Hertel and Grant-Amherst. More information on the BRRAlliance can be found at www.brralliance.org.

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