
CITY MANAGER

FOR IMMEDIATE RELEASE

For more information contact:

Sarah Lock, Director of Strategic Communications
locks@beloitwi.gov or 608-364-6726

City of Beloit, VetsRoll to Celebrate Honorary Street Renaming

March 14, 2024 - The City of Beloit and VetsRoll is recognizing the Veterans, Rosie-the-Riveters and volunteers who have “rolled” down Riverside Drive with an honorary street renaming.

The Beloit City Council approved the honorary name “VetsRoll Drive” for Riverside Drive from White Avenue to Henry Avenue on March 4, 2024. Signage will soon be installed and the community is invited to join the ceremonial unveiling event.

The event will be held at 1pm Sunday, April 7, at the Harry Moore Pavilion in Riverside Park, 1160 S. Riverside Drive. Community members are welcomed to bring their own chairs, lunches or snacks, and non-alcoholic beverages. In the event of inclement weather, the event will be held in the Rotary River Center building in Riverside Park.

VetsRoll, Inc® each year transports over 200 veterans to Washington, D.C. at no expense to the participants and each trip includes a caravan of wheelchair lift-equipped charter coaches with volunteer assistants, media, support vehicles, police and motorcycle escorts. VetsRoll is a charitable organization and registered non-profit corporation, existing on the generosity of the volunteers and the donors to provide the trip at no cost to the Veterans.

###