

**News Release from
The Honorable Sandra Doorley
Monroe County District Attorney**

May 16, 2023

FOR IMMEDIATE RELEASE
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Joseph Serrano Convicted of Murder in the 2nd Degree

Rochester, NY- Tuesday, May 16, 2023, a Monroe County Jury convicted 32-year-old Joseph Serrano of Murder in the 2nd Degree and two counts of Criminal Possession of a Weapon in the 2nd Degree for the murder of Dallas Cooper.

On April 10, 2022, Rochester Police Officers arrived at the Family Dollar in Goodman Plaza for shots fired outside the store. Upon arrival, they found Dallas Cooper unresponsive with two gunshot wounds. Dallas Cooper was later declared dead at Strong Memorial Hospital. Joseph Serrano was also shot during the altercation. At the time of the shots the Family Dollar was open for business, with employees and customers inside. After a swift and thorough investigation by the Rochester Police Department, Joseph Serrano was arrested for the murder and the illegal weapon possession after he was released from the hospital with non-life-threatening injuries.

The case was prosecuted by Special Assistant District Attorney Kevin Sunderland, of the Special Victims Unit

“Joseph Serrano initiated the gunfire without provocation, senselessly murdering Dallas Cooper,” said Assistant District Attorney Kevin Sunderland. “The defendant fired without regard to the innocent patrons and employees of the Family Dollar, risking the lives of everyone in the store. I want to thank the Rochester Police Department for their investigation that resulted in today’s successful prosecution. Our community is safer with Joseph Serrano incarcerated.”

“The lives of many residents were put at risk when Joseph Serrano began shooting at Dallas Cooper, who was a stranger to the defendant,” said District Attorney Sandra Doorley. “He did not give the victim’s life, or anyone’s life, consideration when he drew an illegal weapon and violently fired shots, one even going through the glass at the Family Dollar. Even though they will never get their loved one back, it is our hope that the family and friends of Dallas Cooper all feel a sense of justice in today’s verdict.”

Joseph Serrano will be sentenced on July 24, 2023, in front of New York State Supreme Court Justice Moran.

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