



Alan Jay Rainbow

JUL 28, 1959 - APR 18, 2025



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Alan Jay Rainbow

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It is with incredible sadness that we announce the death of Alan Jay Rainbow, 65, of Macedon, NY on April 18, 2025. Although cut short, Alan's life was full of love, laughter, and fun.

Alan was born in Syracuse, NY, to the late Alfred Sr. and Elizabeth Rainbow. He graduated from North Syracuse High School in 1977. While there, he followed in the footsteps of his older brother as a baseball pitcher, as well as a basketball and soccer player. He'd often brag to his family that he gave up home runs that still haven't landed yet. To no one's surprise, he was voted Class Clown. After graduation, he attended SUNY Oswego where he earned a degree in business. Alan had a highly successful career in commercial real estate in Syracuse and Rochester. He cut his teeth in the field at Conifer Realty before spending 22 years at The John Lynch Company, ultimately serving as Vice President of Commercial Real Estate. Most recently he was working for Pioneer Management Group. Al was liked and respected by colleagues and clients alike. Alan was one of the lucky ones; he loved his career (and co-workers) so much that he had no urgent desire to retire.

On May 24, 1985, Alan was united in marriage to his forever "sweetie," Rosemary DiCarlo. They soon welcomed two sons, completing the "Rainbow Clan." If you were lucky enough to meet Al, you'd be greeted with a smile that immediately put you at ease and a hug that would make you feel welcomed and safe. Alan would most frequently be seen on the course at Beaver Meadows and then at Blue Heron Golf Club. He always found a reason to celebrate and had a knack for starting new traditions, such as the Fireball Open, an end of season tournament. When he was not playing golf, he loved sitting next to a fire with a smooth glass of whiskey, chatting and laughing until the sun came up. A lifelong music lover, Alan was never without his portable speaker, and he relished attending concerts with his friends and family. Much to his family's chagrin, Alan liked to go against the grain. He passionately followed the Kansas City Royals and Indianapolis Colts, hated Star Wars and Lord of the Rings, and refused to buy fishing lures that actually worked.



Obituary

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As much as his hobbies brought him happiness, the true joy of his life was his family. Alan said he knew he would marry Rosemary the first night they met, and even after decades of marriage he referred to her as “his bride.” In his view, no one else could compete with Rosie’s meatballs or chocolate chip cookies (but he wouldn’t refuse a taste test). Alan’s two sons and four grandsons lit up his eyes every time he spoke about them. Whether it be a golf trip with his boys in Ocean City, a hockey game on a Saturday morning, or playing on the living room carpet—if it meant time with his family, he was all in. In return, Alan was adored by his family. His permanent smile, upbeat attitude, and goofy sense of humor made even the most mundane things fun. For all these reasons, and a million more, he will be missed more than words can express.

Alan is survived by his beloved wife of nearly 40 years, Rosemary (DiCarlo), sons and daughters-in-law, Matthew (Elizabeth) and Nicolas (Rebecca) Rainbow, grandsons, Benjamin, Brooks, Carter, and Brayden Rainbow, brother and sisters-in-law, Gary (Patty) Rainbow and Winona Rainbow, brother-in-law and sister-in-law, David (Debbie) DiCarlo, many cherished nieces and nephews, loving extended family, invaluable life-long friends, and loyal pups, Dixie and Pita. He is predeceased by his parents, Alfred Sr. and Elizabeth Rainbow, brother, Alfred Rainbow, Jr., and father-in-law and mother-in-law, Michael and Vera DiCarlo.

A funeral Mass in celebration of Alan’s life will be held on Tuesday, April 29, 2025, at 10:00 A.M. in Transfiguration Church 740 Teall Ave. Syracuse. Burial will follow in Assumption Cemetery. Visitation will take place on Monday, April 28, 2025, from 4:00 – 7:00 P.M. at the THOMAS J. PIRRO JR. FUNERAL HOME 3401 Vickery Rd. (Corner of Buckley Rd.) North Syracuse, NY 13212.

In lieu of flowers, please consider a donation to First Tee, a non-profit organization that offers golf instruction to youth, or to St. Patrick’s Church of Macedon, NY. In honor of Alan, find an extra reason to smile, give a hug, or play a round of golf.



Events

Alan Jay Rainbow

JUL 28, 1959 - APR 18, 2025

Visitation

Monday, April 28, 2025

4:00 PM - 7:00 PM ET

Thomas J. Pirro Jr. Funeral Home
3401 Vickery Rd, Syracuse NY 13212

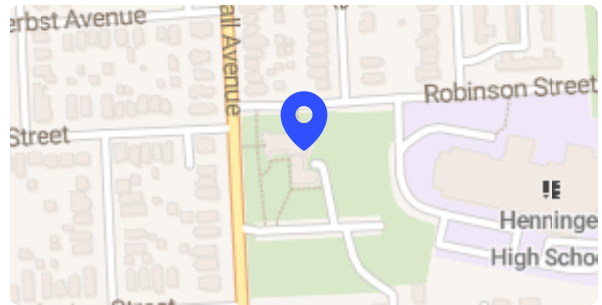


Funeral Mass

Tuesday, April 29, 2025

10:00 AM ET

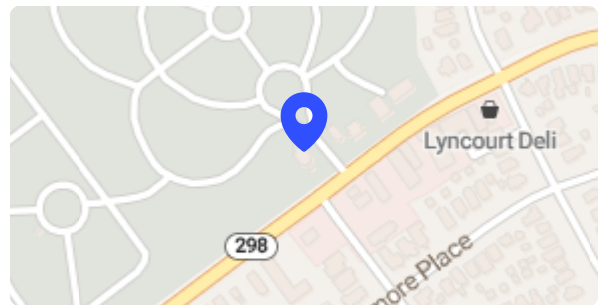
Transfiguration Church
740 Teall Avenue, Syracuse NY 13206



Cemetery Details

Assumption Cemetery
2401 Court Street, Syracuse NY 13208

454-3841





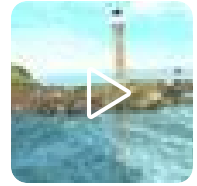
Tribute Wall

Alan Jay Rainbow

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Thomas J. Pirro Jr. Funeral Home shared a **Tribute Video**.



April 28 at 5:21 AM



Juliep lit a candle in honor of Alan.



I was sooooo saddened to hear about Alan. Although I only met Alan once onsite at one of the properties I manage for Amazon but we often talked and emailed when there were issues. He was always so friendly, happy, positive, and when it came to work so helpful, responsive and made my job easier. What a great business partner and beautiful human being. My deepest sympathy to the Rainbow Family from myself and the construction team. He will definitely be missed by us all 🙏

May 2 at 4:25 AM



Deborah Verdile posted:

I worked with Alan during his time at Baldwin Real Estate Corp. He was one of the truest and down- to- earth gentlemen I have encountered in my life, always smiling with a great sense of humor. His desk was messier than mine, makes me smile. I regret not seeing him again after his departure. My deep condolences to his entire family. Deborah Verdile

April 28 at 3:51 AM



Tom, Piper And Family sent a Simply Elegant Spathiphyllum to the Rainbow family.



April 27 at 1:10 PM



Mike Cartini posted:

Rose and family Liz and I and the boys are so sad and sorry for your loss. When I think of Al I have to smile because that is how I always saw him! He was so easy to talk to and such a joy to be around. I was glad to see you both at Beaver Meadows a few years back. I hope you all have wonderful memories to comfort you now and in the future. Our condolences to all.

April 27 at 10:04 AM



Tribute Wall

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Tony And Sue Di Paola And Family sent a Basket of Memories to the Rainbow family.

April 26 at 1:41 PM



Ashley lit a candle in honor of Alan.

April 25 at 6:21 PM



Tara Preteroti posted:

Rosemary and Family, I was so saddened to learn of your loss. Please accept my sincerest condolences during this time of unexpected and tragic loss. My prayers will be with you—for comfort and Peace.

April 25 at 9:51 AM



Cherry Bowhall lit a candle in honor of Alan.

Our sincere condolences Rosemary, Nick and Matthew. Cherry and Bruce Bowhall.

April 25 at 3:06 AM



Valerie Fioco lit a candle in honor of Alan.

April 24 at 11:40 AM



Anonymous sent a Peaceful White Lilies Basket to the Rainbow family.

April 24 at 11:34 AM





Tribute Wall

Alan Jay Rainbow

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Anonymous planted a Memorial Tree in honor of Alan.



April 24 at 11:34 AM



Phil Dicarlo lit a candle in honor of Alan.



April 24 at 6:03 AM



Patricia D Baker lit a candle in honor of Alan.



April 24 at 6:03 AM



Anonymous sent a Love's Journey to the Rainbow family.



April 24 at 5:58 AM



William Ray posted:

Rosemary, we send our heartfelt condolences to you and your family on the sad passing of Alan. May God's mercy strengthen you. I have fond memories of you and Alan at Camp in Canada. William Ray

April 24 at 5:21 AM



Estes Express Syracuse Terminal sent a Rainbow Of Remembrance Spray to the Rainbow family.



April 24 at 5:11 AM



Tribute Wall

Alan Jay Rainbow

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Estes Express Syracuse Terminal planted a Memorial Tree in honor of Alan.



April 24 at 5:11 AM



Constellation Brands Facilities Team sent a Simply Elegant Spathiphyllum to the Rainbow family.



April 24 at 4:57 AM



Constellation Brands Facilities Team planted a Memorial Tree in honor of Alan.



April 24 at 4:57 AM



Steve Mannino posted:

Al you were the happiest guy I knew. I'm gonna miss you and that smile that was painted on your face. I'm gonna miss hiding your golf cart and watching you look for it. You never got discouraged on the course until you watched me play. You are the Bomb! Love ya forever

April 24 at 2:09 AM



Dick Poworoznek posted:

To the Rainbow Family- Regina and I express our condolences and prayers to you at this time. Al was a longtime friend and teammate of mine during our youth. His infectious smile and humor was a great elixir to me and all of his friends. Godspeed to all -Dick Poworoznek-

April 23 at 2:21 PM



Anonymous sent a Blue Caribbean Bouquet to the Rainbow family.



April 23 at 1:10 PM



Tribute Wall

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Anonymous planted a Memorial Tree in honor of Alan.



April 23 at 1:10 PM



Frank Carioti posted:

To Alan's family:Al (we used to call him "Bow") was one of my Oswego room mates. He was a great friend and we had so many memories when the 4 of us lived in a duplex house on 5th Ave. I vividly remember Alan getting up the night before a paper was due and spending hours in our kitchen banging out his report! I am still waiting for Al to do the dishes.... We had great fun and I wish his family well in this time.Frank Cariotil

April 23 at 11:50 AM



Anne Annicharico posted:

Rosemary and family,I have known and seen you and Alan over many years and he has always been sweet and friendly to us. Our thoughts and prayers are with you.Steve and Anne Annicharico

April 23 at 7:21 AM



Donna Setrella posted:

To Gary & Family of Jay,Please accept my deepest n sincerest for the loss of Jay. I didn't know him very well but Gary & I graduated in 68. Sorry for your loss Irving Brother.Respectfully may you gently continue on your grief journeys.Hugs,Donna Setrella

April 23 at 7:13 AM



Lisa Cavallaro posted:

So sorry for your loss, Rosemary and family. My mom Betsy Simao was a dear friend of Vera's and Mom always spoke so highly of Vera and all of her family. Love and hugs to you all!

April 23 at 4:14 AM



Tribute Wall

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Your Mercyhurst Family sent a Treasured Lilies Spray to the Rainbow family.



April 22 at 4:45 PM



David Massett shared a photo to the **Tribute Wall** album.

Nothing but great times and memories of spending quality time with my dear friend and brother AJ Rainbow. He had great love for his family and friend's! You will be greatly missed but your legacy will on forever. God rest your soul 🙏



April 22 at 2:34 PM



Tom Murray April 30 at 11:50 AM

Dear Alan's Family I recently worked with Alan and he was just the best. Friendly, kind, and just a great all around guy. I was shocked to hear this news and I am sending prayers and hugs to the entire Rainbow family. Tom Murray



Bill Durdel April 24 at 9:11 AM

To Rose, Matthew and Nicolas and family On behalf of all those who worked in past years with Alan at Conifer and Baldwin , I extend our deepest sympathies and condolences for your tragic loss of Alan. Always the consummate gentleman and professional, Alan was well known for his infectious laugh, good humor and permanent smile .I will treasure the numerous stories he shared and the positive mental attitude he brought daily. I'm confident that Alan would wish for your family's thoughts of him to bring a smile to your face before they bring a tear to your eye .RIP Big Al



Vic Sayko posted:

A Northmen class mate, and fellow basketballer, being a friend was his priority. Our memories will be there forever my friend. Vic Sayko

April 22 at 2:10 PM



Ryan And Meghan Kelly (Cacchione) sent a Sweetest Sunrise Bouquet to the Rainbow family.



April 22 at 11:56 AM



Media

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Thomas J. Pirro Jr. Funeral Home shared a **Tribute Video**.

April 28 at 5:21 AM



Gerard F. Leblond April 29 at 12:32 PM

If you want to learn how to smile Alan Jay is your teacher, mentor, role model... Smile like you're looking at a rainbow 🌈



Media

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David Massett shared a photo to the **Tribute Wall** album.

April 22 at 2:34 PM





Memories only last if you share them

Join us in honoring Alan by contributing to a collection of shared memories.



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