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FOR IMMEDIATE RELEASE:

**GHOST WALK 2013: A 20-YEAR ROCHESTER TRADITION
FEATURES SPIRITS OF ROCHESTER'S ALL TRUE GORY STORIES**

(October 7, 2013) The Landmark Society of Western New York Ghost Walk brings to “life” stories that could be ripped from today’s headlines – but were witnessed by past generations. The evening activity brings back those Rochesterians – calls them from their eternal rest – to share their experiences. You’ll meet these “ghosts of Rochester’s past” as you indulge in a guided evening stroll through a beautiful historic neighborhood.

The Landmark Society presents Ghost Walk 2013, now in its 20th year the nights of Friday, October 25 and Saturday, October 26. Lantern bearing guides will lead groups through the historic neighborhood of Arnold Park where local actors enact the ghoulish stories of Rochester’s history.

This 20th Anniversary Year production will include the 1867 story of a young girl who may not be as innocent as she looks, the answer to why bodies kept disappearing from the cemetery in 1832, and why 1888 Rochester was known as the “Casket City.” The tour will culminate with the recreation of an 1870’s Spiritualist Séance.

Cindy Boyer, Director of Public Programs for The Landmark Society and author of Ghost Walk: Chilling Tales from Rochester’s Past, coordinates the event. Local performers bring the ghosts of Rochester’s history to life. “For 20 years we have been regaling participants with frightening facts,” said Boyer. “Who knew that incredible tales like these happened right on the streets where we live today?”

The Landmark Society Ghost Walk is recommended for anyone who enjoys theatre, history, architecture, a stroll in the night, and ghastly, moving, or humorous true stories; expertly performed. It is not recommended for children under 8, due to the content of some stories and the length of the performances.

LANDMARK SOCIETY OF WESTERN NEW YORK, INC.

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The first group departs at 6:30 p.m. from the Lutheran Church of the Incarnate Word on the corner of East Avenue and Goodman Street and groups embark every 15 minutes until 9 p.m.

Tickets can be purchased online at www.landmarksociety.org or at Parkleigh, 215 Park Ave in Rochester. Groups of 6 or more can reserve specific tour times by calling 546-7029 x15. Tickets in advance are \$17. If not sold out, tickets are \$20 at the door. Landmark Society Members may purchase advanced discount tickets for \$12 only from The Landmark Society. For more information: www.LandmarkSociety.org

About The Landmark Society: In its 75th year, *The Landmark Society of Western New York, Inc. is one of the oldest and most active preservation organizations in America, serving nine Western New York counties. Formed in 1937, The Landmark Society continues to protect the unique architectural heritage of our region and promote preservation and planning principles that foster healthy and sustainable communities. For additional information about The Landmark Society, visit www.landmarksociety.org. The Landmark Society is supported in part by New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.*