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FOR IMMEDIATE RELEASE:

Larry Francer Joins The Landmark Society as Associate Director of Preservation

(October 9, 2012) The Landmark Society of Western New York welcomes Larry Francer as Associate Director of Preservation. In his new role, Francer will focus on new preservation initiatives identified by the organization's 75th Anniversary Campaign including several projects and programs to facilitate preservation in Rochester and throughout Western New York.

Francer has extensive experience in preservation and served as the founding President of Historic Farmland USA as well as a member of Historic Landmarks Foundation of Indiana. A graduate of Wesleyan University in Middletown, CT, Francer is a nationally-renowned preservation expert and a popular conference speaker.

"Larry brings to The Landmark Society a unique combination of preservation know-how, economic development skills and creative energy," said Wayne Goodman, Executive Director. "We are excited to have Larry join our team."

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.*

LANDMARK SOCIETY OF WESTERN NEW YORK, INC.

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