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# FOR IMMEDIATE RELEASE:

**LANDMARK SOCIETY’S YOUNG URBAN PRESERVATIONISTS**

**HOST ROCHESTER RUST BELT TAKEOVER**

ROCHESTER, NY June 15, 2017 —The Young Urban Preservationists (YUPs) of The Landmark Society of Western New York will host The Rust Belt Coalition of Young Preservationists at the Rochester Rust Belt Takeover on July 14-16.

Highlights of the weekend will include behind the scenes tours of landmark buildings, visits to Rochester Public Market and High Falls as well as social events and breakfast and discussion with the National Trust for Historic Preservation as well as a variety of social events.

The event is open to the public with prior registration. Cost is $10 per person and those interested may register at landmarksociety.org/yup. Deadline is June 23.

Formed in 2016, the Rust Belt Coalition of Young Preservationists (RBCoYP) unites the Rust Belt’s growing young preservationist movement. The mission of the Coalition is to create a common forum among groups within the region, mentor and support newly formed young preservationists groups, and use the power of our collective voices to effect change in the preservation movement.

The Young Urban Preservationists are a group of youngish folks interested in preservation and community revitalization. The YUPs and The Landmark Society welcome people of all ages to be part of this event.

***About The Landmark Society****: 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*](http://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.*