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FOR IMMEDIATE RELEASE:

**LANDMARK SOCIETY HOSTS COMMUNITY LUNCHEON:
“BULLDOZE YOUR WAY TO REVITALIZATION? THE ROLE OF HISTORIC PRESERVATION IN
RIGHTSIZING”**

Donovan Rypkema, Principal, PlaceEconomics, Nationally Acclaimed Expert to Speak

ROCHESTER, NY March 26 — “Bulldoze Your Way to Revitalization? The Role of Historic Preservation in Rightsizing,” is the topic of the keynote address at a community luncheon sponsored by The Landmark Society of Western New York on April 24 at noon at East Avenue Inn and Suites.

Donovan Rypkema, Principal, PlaceEconomics (a real estate and economic development consulting firm) is the featured speaker. Rypkema has lectured widely on economics, real estate and preservation issues relating to rehabilitation, community development and commercial revitalization. He is a recipient of the Louise du Pont Crowninshield Award from the National Trust for Historic Preservation, the nation’s highest preservation honor which is awarded for lifetime contribution to historic preservation in the United States. In this Luncheon talk, Rypkema will explain how historic preservation and strategic demolition can inform rightsizing efforts and help regenerate shrinking cities, with a focus on upstate New York cities like Rochester, Buffalo and Syracuse.

Tickets for the luncheon may be purchased separately but the event also serves as the kick-off to “Fill in the Blank: Defining Preservation,” the 2014 New York Statewide Preservation Conference set for April 24-26 in Rochester, **presented by Rochester Colonial and Bergmann Associates**. The Landmark Society of Western New York is hosting the conference in downtown Rochester in partnership with the Preservation League of New York State, Preservation Buffalo Niagara and AIA Rochester.

To register for the luncheon and for a complete list of conference sessions and presenters and registration information visit www.landmarksociety.org/conference. Register online or by calling (585)546-7029 x 11.

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