



Contact:

Caitlin Meives

cmeives@landmarksociety.org

(585)546-7029 x27

(315)427-5361

FOR IMMEDIATE RELEASE:

Young Urban Preservationists of The Landmark Society

Launch WHERE THE #&@% AM I?™

Historic Pub/Bar Coaster Project

ROCHESTER, NY April 30, 2014 — The Landmark Society of Western New York recently formed an affiliate group geared towards the region's Young Urban Preservationists (YUP). The group's second official event will feature the launch of its **WHERE THE #&@% AM I?™** historic pub/bar coaster project at Abilene Bar and Lounge, 153 Liberty Pole Way in Rochester on Friday, May 2 beginning at 6 p.m.

The coaster initiative will highlight interesting factoids and the rehab of communal gathering spaces and adapted historic spaces that have become some of the area's favorite bars and brewpubs. "Maybe at some point these were buildings that were abandoned, neglected, left to squatters, scavengers, and the elements," said Caitlin Meives, Landmark Society Preservation Planner. "Maybe they were labeled 'eyesores' and dismissed as a pile of bricks. But they were also reinvented—given new life by visionary entrepreneurs, investors, and local business owners. Oftentimes, their transformation has helped transform the neighborhood around them."

Patrons at the bars will receive a coaster with a QR code where they can access information about the transformation and reinvention of the building. Establishments currently participating include Abilene, 2 Vine, Edibles, Black Button/Rohrbach, Dinosaur BBQ and the American Hotel in Lima.

LANDMARK SOCIETY OF WESTERN NEW YORK, INC.

133 SOUTH FITZHUGH STREET / ROCHESTER, NEW YORK 14608-2204 / 585-546-7029/FAX: 585-546-4788
www.landmarksociety.org info@landmarksociety.org

“Moving forward, we will reach out to other venues to participate,” said Meives. Although the initiative is being launched featuring mainly bars located in the city, The Landmark Society and YUP will look to venues throughout the region as they expand the program. The business itself doesn’t need to be old; just the building it’s in.

Anyone interested in preservation and community revitalization is invited to join the Young Urban Preservationists and to attend the public launch of the **WHERE THE #&@% AM I?**™ project at Abilene on Friday. Membership is not required for these events and there is no registration required for Friday’s event. For more information visit www.landmarksociety.org