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FOR IMMEDIATE RELEASE:

**BIKES, BEERS & BUILDINGS: A ROCHESTER BIKE SCAVENGER HUNT
PRESENTED BY THE LANDMARK SOCIETY'S YOUNG URBAN PRESERVATIONISTS**

ROCHESTER, NY June 26, 2014 —Grab your bike, helmet, smart phone, a few friends and join the Young Urban Preservationists (YUP), a Landmark Society of Western New York group, for a bike scavenger hunt of Rochester, followed by a free brew at LUX Lounge.

This unique event is set for Saturday, July 12 from 12:30 p.m. until 3 p.m. beginning at Star Alley, 662 South Avenue in the South Wedge where contestants will check their team in, receive a list of clues and set off on the hunt at 1 p.m.

“For a nominal fee of \$5 per person, teams of 1-4 cyclists will see some of Rochester’s most interesting buildings – best known gems and little known secrets, get some exercise and learn something new about the Flower City,” said Caitlin Meives, Preservation Planner.

Teams will need one smart phone, equipped with Instagram and Munzee (a scavenger hunt app). Bonus points will be given for specific photo assignments on Instagram and the team with the most liked photo will receive a special prize basket full of local goodies.

The event features prizes from local businesses and organizations. Sponsors include: The Red Fern, Full Moon Vista Bike & Sport, Fuego Coffee Roasters, Dichotomy Rochester, Hart’s Local Grocers,

Reconnect Rochester, Rochester Subway, Genesee Center for the Arts & Education and LUX Lounge.

The Young Urban Preservationists are a group of youngish folks interested in preservation and community revitalization. The group welcomes new members but membership is not required to participate in this event. For more information and to register online visit

<http://landmarksociety.org/yup/>

***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. 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.*