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FOR IMMEDIATE RELEASE:

LANDMARK SOCIETY 2018 HOUSE & GARDEN TOUR:

BETWEEN THE AVENUES: DISTINCTIVE HOMES AND SITES BETWEEN PARK AND EAST AVES

ROCHESTER, NY May 17, 2018 — The 48th Annual Landmark Society House and Garden Tour takes place Saturday and Sunday June 9 and 10, from 10 am to 4 pm. Participants at this year's event will tour nine distinctive homes and two additional sites in the area between the avenues of Park and East Ave.

"If you were an up and coming family in the late 19th and early 20th century, between the avenues was the place to live," said Cindy Boyer, Landmark Society Director of Public Programs. "The streets connecting Park and East offered the chance to have an address in close proximity to the fine mansions of East Avenue. On this tour you will get to see how high society lived on East Avenue and the fine craftsmanship of the homes on the connecting streets."

East Avenue was originally a trail, then widened into a dirt road in 1811. A few farmhouses lined the road that was used as a major stagecoach route. It wasn't until the 1830's that the first mansions were constructed. On the tour is one fine estate completed in 1865. Normally only the first floor is toured but this one includes the second floor as well.

As the 20th century dawned, developers gave streets names that would appeal to those looking to move up in the world according to Boyer. "Collegiate names such as Oxford or Vassar; and British influenced choices like Westminster, Barrington, Berkeley and Buckingham bestowed an air of sophistication," she said.

Houses on this tour include an interesting variety: a grand East Avenue mansion, elegant Colonial Revival homes, detailed Victorian cottages, and charming Tudor Revival houses.

"There is even a home in a structure originally built for a VERY different purpose," said Boyer "and we challenge you to guess what!"

Participants can tour at their own pace, in any order and may even choose to visit some houses on Saturday and others on Sunday if they wish. Ticket booklet provides a map, descriptions of the houses, and a one-time admission to each home. Tour headquarters will be at The Rochester Regional Joint Board, 750 East Avenue.

Pre-Tour Talk on the history, architecture and past residents of the neighborhood will be Tuesday, June 5th at 7 pm at The Rochester Academy of Medicine, 1441 East Avenue. The talk is FREE to ticket holders – who may present ticket at the talk, or pick up pre-ordered ticket that evening. Tour tickets may also be purchased that evening (if not sold out). Non-ticket holders may enjoy the talk for \$5.

Tour tickets may be pre-ordered now, or purchased in person. Advance tickets for Landmark Society members are \$20, available only from The Landmark Society on website at www.landmarksociety.org or by calling (585) 546-7029 x11. The nonmember advance price is \$28, and may be purchased from Landmark Society, or at Parkleigh, corner of Park Avenue and Goodman Street. On the days of the tour, tickets for all will be \$35 if not sold out, at the tour headquarters: Rochester Regional Joint Board, 750 East Avenue.

***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.*