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FOR IMMEDIATE RELEASE:

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

ROCHESTER, NY June 23, 2015 —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 prizes and drink specials at LUX Bar & Lounge.

This popular event returns for the second year on Saturday, July 11 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 \$12 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. Prize baskets filled with goodies from local businesses and organizations will be awarded to teams in three different categories. The first 50 registrants will receive a free t-shirt with their registration.

Title sponsors are Rochester Brainery and ButaPub.

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. All—young and young at heart—are welcome and encouraged to attend! 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*



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