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FOR IMMEDIATE RELEASE:

**LANDMARK SOCIETY AFRICAN-AMERICAN LANDMARKS INITIATIVE
SEEKS INPUT FROM COMMUNITY**

Public invited to Listening Sessions

(ROCHESTER, NY August 14, 2013) — The Landmark Society of Western New York is reaching out to the Rochester community to identify places that have been important in the lives of African-American residents in Rochester. The focus of this first phase is economic development.

“We are looking for locations where African-Americans have lived, worked and raised a family, the spot where an important event took place, a park, a school, a corner store, anywhere that you remember that was important to you at some time in your life,” said Larry Francer, Associate Director of Preservation for The Landmark Society.

The goal is to create a special interest in these places that will lead to greater neighborhood stabilization, save historic structures or sites, attract investment, inspire younger generations with identity and community pride and tell the story of people who came to Rochester and made a life, raised a family and formed a community. A few targeted locations will be chosen and grant funds will be directed for a feasibility study which could include cost estimates, use/reuse ideas, branding/placemaking/streetscaping concepts.

“Our experiences determine who we are and what we want,” said Sandy Frankel who co-chairs the committee with Bill Johnson. “The places in our lives reflect those values and connect us to each other and to our past. This project is an amazing opportunity for our community to explore, share and ultimately preserve our common heritage.”

Other committee members include: Dr. David Anderson, Jim Fraser, Bret Garwood, Rob Goodling, Mike Governale, Esther Krakower, Mike Molaire, Flo Paxson, Delores Jackson Radney, Len Redon, Richard Reism and Senator Joe Robach.

All are welcome to the Listening Sessions. The next ones scheduled include:

Southwest Neighborhood

Thursday, August 22nd

5:15 – 6:45pm

Arnett Library Meeting Room

310 Arnett Blvd

Rochester, NY 14619

Northwest Neighborhood

Wednesday, September 11th

6:30 -8:00pm

Holy Rosary Apartment Campus Meeting Room

414 Lexington Ave

Rochester, NY 14613

This project is made possible by a grant from the Finger Lakes Regional Economic Development Council and the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

For more information visit www.landmarksociety.org.

About The Landmark Society: *In its 75th year, 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.*