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**FOR IMMEDIATE RELEASE:**

**2012 PRESERVATION CONFERENCE  
OFFERS REVITALIZATION INFO FOR CITY, SUBURB AND RURAL DWELLERS**

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ROCHESTER, NY March 27, 2012 —“Capitalizing on Your Community Character—It’s About NOW” is the theme of the 26<sup>th</sup> annual Preservation Conference, presented by The Landmark Society of Western New York. This year’s conference will be held on Saturday, April 21 at Colgate Rochester Crozer Divinity School. CRCDS is located in the Highland Park neighborhood in the City of Rochester.

Conference goers will receive valuable information and tools for revitalizing their cities, towns, neighborhoods and even their own properties. Special sessions will include success stories and information about funding, building repair, vision planning, landscape architecture, tax credits and more.

The event concludes with a walking tour of Highland Park sponsored by the Highland Park Conservancy and the Highland Park Neighborhood Association followed by an informal reception in the Lamberton Conservatory sponsored by the New York Upstate Chapter, American Society of Landscape Architects and the Monroe County Department of Parks.

“We are excited to hold the conference in the City of Rochester this year as The Landmark Society celebrates its 75<sup>th</sup> anniversary,” said Wayne Goodman, Executive Director. “It’s About NOW,” our theme for the year, illustrates that the Landmark Society makes an impact every day on preserving and revitalizing the communities we serve in a nine county region.”

The conference offers three tracks:

Track A – For city of Rochester residents, business owners, neighborhood and community organizations, and anyone interested in urban revitalization and preservation strategies.

- *Sessions: Neighborhood Vision Planning, the Homeowners Historic Tax Credit Program, City Neighborhood Success Stories, and Land Banks.*

Track B – For registrants from suburban, rural, and/or village communities.

- *Sessions: Vision Planning in Smaller/Rural Communities, Case Study: Cheshire Community Action Team & the Cheshire Meeting Hall, Smart Growth.*

Track C – Cultural Landscapes. This track is designed for preservation advocates from all types of communities, including residents, elected officials, planners, and professional landscape architects.

- *Sessions: Documenting Cultural Landscapes, Genesee Land Trust, Cemetery Planning, Buffalo Olmsted Parks Conservancy.*

For a complete list of sessions and presenters visit [www.landmarksociety.org](http://www.landmarksociety.org). Register online or by calling (585)546-7029 x 11 (paper registrations available upon request). Early bird discount registration deadline is April 9.

The Landmark Society is supported, in part, by general operating funds from the New York State Council on the Arts. The Daisy Marquis Jones Foundation is a title sponsor of the conference.

***About The Landmark Society:*** *In its 75<sup>th</sup> 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](http://www.landmarksociety.org).*