



Discover Rochester, N.Y. Treasures

The Greater Rochester Area has a lot to offer: spellbinding historic sites, including two **National Historic Landmarks**; captivating, hands-on museums for children and families; fascinating attractions; and rollicking entertainment nearly every night of the year.

Located on **Lake Ontario's** southern shore between Buffalo and Syracuse, and diagonally across from **Toronto**, Rochester became America's first boomtown in the mid-1800s with the building of the **Erie Canal**. Today, tour boats and historic sites still tell the story of the man-made marvel and Rochester-area canal towns celebrate the waterway's history with summer festivals. **Susan B. Anthony**, **Frederick Douglass** and **George Eastman** all called Rochester home. The **National Historic Landmark** homes of **Anthony** and **Eastman** are open to visitors.

Several Fortune 500 companies do business in Rochester. **Eastman Kodak Company**, founded by George Eastman, and **Bausch and Lomb** are headquartered here and others, such as **Xerox**, maintain a high manufacturing presence. In fact, Chester Carlson first started using the process of Xerography right here in Rochester. The community has one of the highest levels of skilled workers in the world and is one of the top ten exporting areas in the nation.

Some other American mainstays have their roots in Rochester: French's Mustard; the voting machine; Fanny Farmer Candy; and marshmallows. Rochester is hometown to 2006 Academy Award winner, **Philip Seymour Hoffman** and new musical sensation **Teddy Geiger**. The Mormon religion began in a rural area just east of Rochester and Francis Bellamy, who wrote the Pledge of Allegiance, attended the University of Rochester.

Rochester is the third largest urban area in New York State, the 38th largest in the country, and it is known for its philanthropy. The United Way began in Rochester and American Demographics Magazine twice has rated Rochesterians as the kindest and most helpful in the United States.

Just take a look -- the Rochester area has plenty to offer, no matter what era catches your fancy.

Museums

George Eastman House International Museum of Photography and Film (585) 271-3361 (www.eastmanhouse.org)

The National Historic Landmark home of the founder of Kodak, George Eastman House combines the treasures of the world's leading museum of photography and film with tours of the Colonial Revival mansion and gardens. Features include exhibits on photography, film and Eastman, plus a hands-on learning center for children.

Strong National Museum of Play (585) 263-2700 (www.museumofplay.org)

Rated one of the nation's "Top 10" children's museums by Child Magazine, Strong National Museum of Play is also home of **The National Toy Hall of Fame®**. Kids can step onto Sesame Street, Adventureland, Field of Play and more in interactive learning environments. Kids of all ages will delight in the museum's world-renowned collection including dollhouses, miniatures, home furnishings, and the world's largest collection of toys, dolls and play-related objects. The Dancing Wings Butterfly Garden is a hit with young and old.

Genesee Country Village & Museum (585) 538-6822 (www.gcv.org)

Genesee Country Village & Museum is the largest living history museum in New York State and the third largest living history museum in the country. The 19th-century village's 68 historic structures include Greek Revival businesses, Italianate mansions, places of worship, an octagonal-shaped house, businesses, a town hall, tavern and other buildings from all around western New York. Costumed villagers interpret the trades, farms and lifestyles found during 1800s America. Genesee Country Village & Museum also includes the Genesee Country Nature Center, with five miles of interpreted trails, and the John L. Wehle Gallery.

Susan B. Anthony House (585) 235-6124 (www.susanbanthonyhouse.org)

This National Historic Landmark home tells the story of the American legend who paved women's way to the ballot box. Anthony lived in the Victorian home during the most politically active years of her life -- including when she was arrested for her illegal vote. An Education and Visitor Center features interpretive exhibits. Anthony and her close friend, Frederick Douglass are among the famous Rochesterians with burial sites at **Mt. Hope Cemetery**, one of the first great Victorian municipal cemeteries

Memorial Art Gallery (585) 276-8900 (www.mag.rochester.edu)

The MAG offers a visual journey through 5,000 years of art, with relics of antiquity to works at the vanguard of contemporary movements. The treasures include works by Monet, Cezanne, Matisse, Homer and Cassatt. Families with children will enjoy interactive exhibits that explore ways of looking at art. With more than 9,500 pieces in its permanent

collection, this gallery has one of the most balanced collections of any New York State museum outside metropolitan New York City.

Rochester Museum & Science Center (585) 271-4320 (www.rmssc.org)

The RMSC offers family-oriented interactive activities that make science fun and bring Rochester's heritage to life. The Strasenburgh Planetarium unites the worlds of science and theater in a unique environment. Visitors to the Cumming Nature Center in Naples experience and enjoy miles of thematic trails, nature films, and seasonal activities. Children and adults celebrate and discover Rochester as they explore the worlds of science and technology, the natural environment and our region's cultural heritage.

Center at High Falls (585) 325-2030 (www.centerathighfalls.org)

Featuring a spectacular view of the Genesee River's waterfall, *"a hundred feet of rolling thunder."* Inside, exhibits -- including a 240-foot replica raceway of running water, a large restored water wheel and the Triphammer Forge archaeological site -- introduce visitors to all that makes Rochester unique.

Other Points of Interest

100 Must-See Miles of the Erie Canal

The Erie Canal, with its opening in 1825 cut travel time in half, reduced shipping costs by 94%, and caused the first great westward movement of American settlers. The Erie Canal made New York City the busiest port in the United States, and turned Rochesterville (as Rochester was called at the time) into the country's first "boom town." Today, evidence of the early canal can be seen in towns and villages along its path. Within a 100-mile radius of Rochester, tour boats provide cruises—including lunch and dinner cruises as well as "low-bridge" cruises where passengers on the top deck of some boats must sit down to go under a bridge. The "canal path" provides miles of walking, biking and hiking opportunities as well as a chance to explore historic town squares, buildings and neighborhoods.

Casa Larga Vineyards (585) 223-4210 (www.casalarga.com)

Monroe County's only winery. Started as a hobby, Casa Larga Vineyards has grown into a forty-acre estate winery producing more than 15 wines and champagnes. Since 1974, Casa Larga Vineyards has won over 150 awards. Year-round tours offer a peek at the wine making process from "graft to glass."

Seneca Park Zoo (585) 336-7200 (www.senecaparkzoo.org)

Get up close and personal with polar bears, sea lions and penguins at the underwater viewing areas at the Rocky Coasts exhibit -- the newest addition to the zoo. Visitors

will also meet African elephants, Bornean orangutans, wolves, kangaroos and 300 other exciting animals.

Eastman School of Music (585) 274-1050 (www.rochester.edu/eastman)

In 1921, George Eastman founded the Eastman Theatre “for the enrichment of community life.” The Eastman School of Music, founded soon afterwards, has for eight decades enhanced the lives of Rochesterians with education and entertainment. Each year the Eastman School offers hundreds of world-class orchestral, wind ensemble, chamber music, jazz, and opera performances, many of them free and all of them featuring America’s finest young musicians. Eastman was named “Hottest Music School,” and one of the 25 hottest schools in America, in the *2008 Kaplan/Newsweek “How to Get Into College Guide.”* Eastman’s Community Music School provides the Rochester community with the highest-quality private and classroom instruction.

Geva Theatre Center (585) 232-4382 (www.gevatheatre.org)

Rochester's premier regional professional theatre presents productions September through June, drawing from the same talent seen on Broadway, films and television.

Rochester Philharmonic Orchestra (585) 454-7311 (www.rpo.org)

One of America’s finest professional orchestras, the Rochester Philharmonic Orchestra presents world-class symphonic music with a spectacular array of classical, pops and family concerts.

Sports

Americans (Amerks) AHL Hockey

Knighthawks Lacrosse

Raging Rhinos Soccer

Rochester Red Wings Baseball

RazorSharks basketball

Buffalo Bills NFL Football Summer Camp

A Short Drive Away

Buffalo 60 minutes

Cleveland 4 hours

Niagara Falls 90 minutes

Finger Lakes Wine Region 60 minutes

Syracuse 90 minutes

Toronto 3-4 hours