

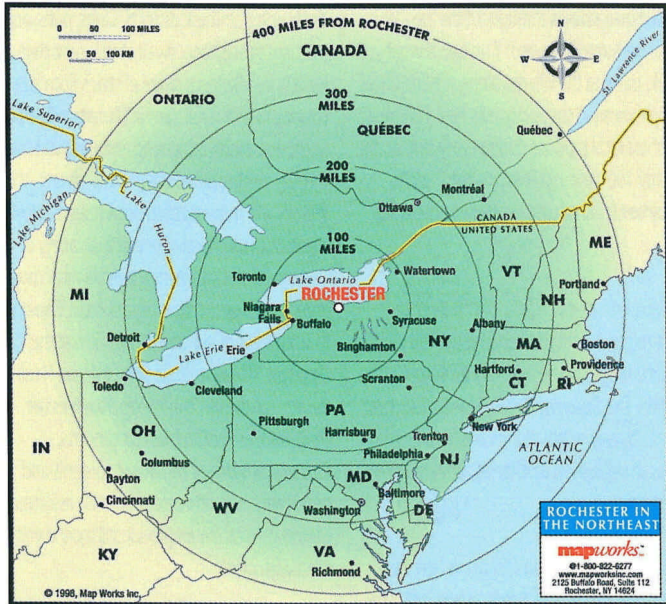


A Four-Season Destination!

No matter what the season, visitors find plenty to do in Rochester. Discover cool things to do in Rochester January through March during our festive **"coldrush"** celebration, or try our cross-country ski trails through beautiful scenic parks. Every spring, the 10-day **Lilac Festival** (early May) kicks off a season of near weekly **festivals** that run through fall. Outdoor concerts can be found throughout the county on almost any summer night. From May to October, visitors and residents alike enjoy scenic cruises on the **Erie Canal** or boating along the **Genesee River**. Our largest regional body of water, **Lake Ontario**, is fun all year. Try boating, swimming, fishing (or ice fishing!), or just plain relaxing!

Convenient Connections

Getting to Rochester is easy and economical. **The Greater Rochester International Airport** features hundreds of flights, an easy-to-navigate terminal, and free shuttle service to most hotels. Three **New York State Thruway** exits, plus excellent local expressways, are a motorist's dream. Conveniently located rail and bus terminals provide additional transportation options. From Canada, take **"The Breeze."** That's the nickname of the Lake Ontario **high-speed ferry** service between **Toronto and Rochester**. The ferry experience, just over 2 1/4-hours, can be enjoyed 365 days a year.



Photography contributions courtesy of the collection of the Rochester City Hall Photo Lab, the Greater Rochester Visitors Association, Inc. and represented organizations.



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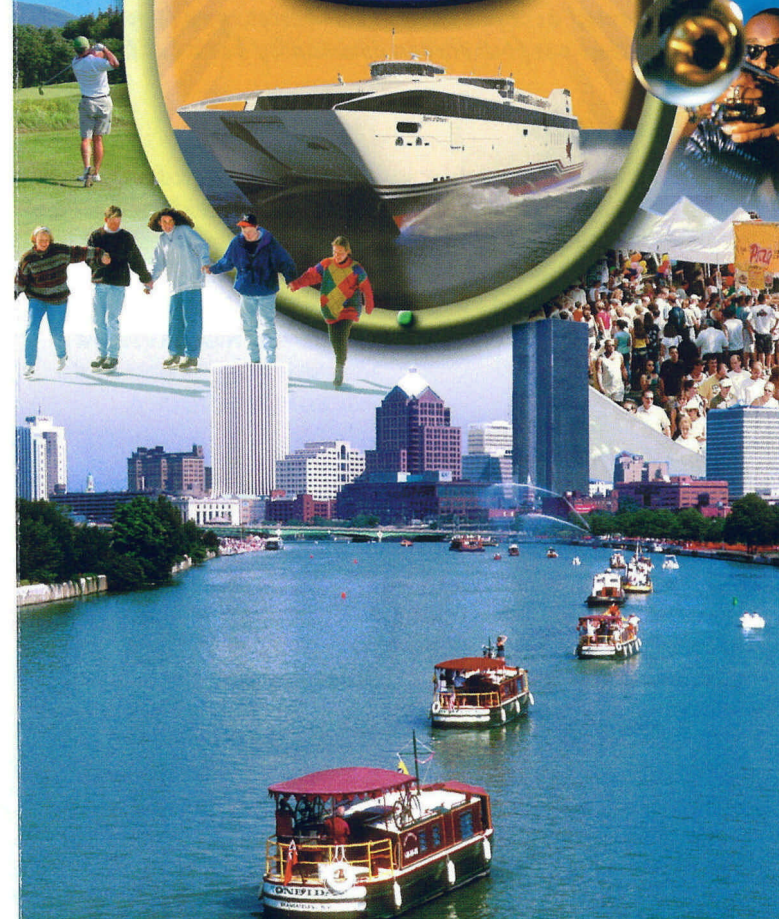
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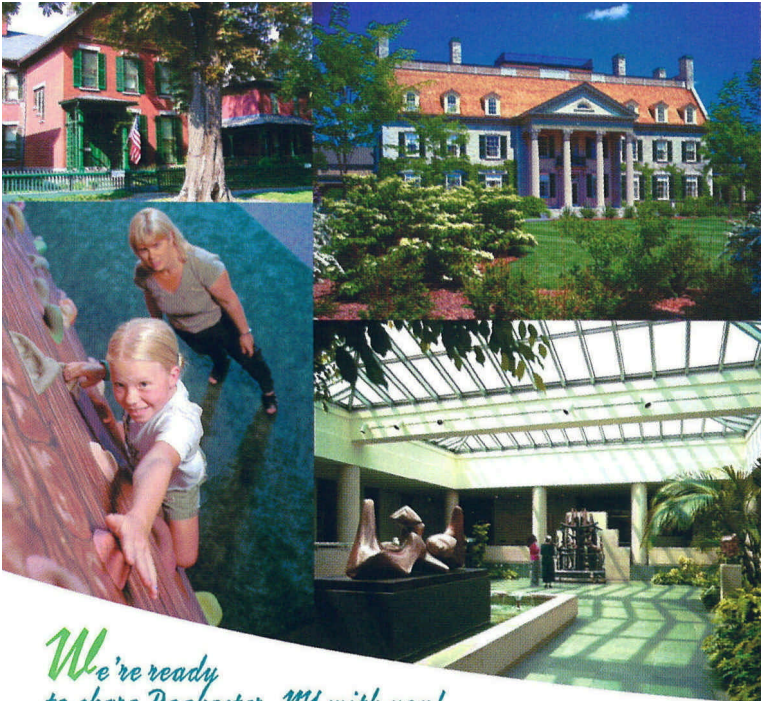


ROPEX National Stamp Exhibition
May 16-18, 2008
ESL Sports Centre
 Rochester, New York

Rochester

New York





We're ready to share Rochester, NY with you! When you get here, this is just a sampling of what you'll find. So plan now to come early or to extend your stay a day (or more) because once in Rochester, you'll soon discover that our four-season community has a lot to offer.

Rochester Rates!

Rochester's reputation as an exceptional place to live, visit, and do business continues to grow. That travelers appreciate the city's warm welcome, genuine hospitality, and fantastic service is evident in the overwhelming numbers of first-time visitors who become repeat visitors and even permanent residents.

Two separate surveys by **American Demographics**, done a half-century apart, gave formal recognition to what residents have always known: Rochester is the nation's "**Friendliest City**." The oldest and most respected community recognition program in the United States, the **All-America City** title, was awarded to Rochester for its citizen participation, inter-group relations, civic education, community information sharing, community vision and pride, and its strong civic infrastructure. **Child** magazine named Rochester one of the "**Top 10 Best Cities for Families**," with education, number of area pediatricians, fresh air and cultural enrichment as part of the criteria.

Essence magazine ranked Rochester #9 on its list of "**Top Cities for Black Families**." Citing Rochester's ranking as a top exporting community and its vibrant economy, the magazine also noted Rochester's strong African-American presence including **Frederick Douglass'** 25 year history in the area. (Douglass is buried in Rochester's **Mt. Hope Cemetery**).

Magnificent Museums!

George Eastman House International Museum of Photography & Film is a state-of-the-art museum containing one of the largest collections of photographs, motion pictures, and photographic equipment in the world, as well as Eastman's 50-room Colonial Revival mansion. It is a National Historic Landmark, as is the **Susan B. Anthony House**, which celebrates this famous Rochesterian's fight for women's rights.



Genesee Country Village & Museum contains over 60 authentic buildings in a reconstructed 19th century village, a gallery of sporting art and dozens of costumed interpreters. (From May through October). **The Memorial Art Gallery** acclaimed as New York State's finest comprehensive art museum outside of New York City, has over 5000 years of art treasures. **The Rochester Museum & Science Center** and its **Strasburgh Planetarium** explore the worlds of science and technology as well as the area's regional history. **Strong Museum**, an interactive family history museum, was recently named **one of the Top 10 Children's Museums** in the country. The museum is also home to **The National Toy Hall of Fame**, which recognizes toys that have engaged and delighted multiple generations. (Think Barbie, Slinky®, Raggedy Ann™, and Tonka® Trucks, as examples)

Relaxation & Recreation!

Whatever your sport, the area has plenty of venues for your enjoyment. Take a jog or walk along the **Genesee River** and **Erie Canal** paths, or through beautiful, historic city neighborhoods. Rochester-area parks offer a number of outdoor activities anytime of the year—try golf, hiking, ice skating, skiing, bike trails, playgrounds or a visit to the **Seneca Park Zoo**. For real fun, ride the "Jack Rabbit" at **Seabreeze Park**. Leave time for leisure boating on the Erie Canal, whether in your own watercraft or on one of the canal tour boats. Sports buffs, depending on the season, may take in **Rochester Red Wings** baseball, **Knighthawks** lacrosse, **Raging Rhinos** soccer, or Rochester **Americans** hockey.



Sensational Shopping!

Rochester's varied shopping scene includes boutiques, galleries and modern shopping malls (**Eastview Mall, Marketplace Mall, Mall at Greece Ridge Center**) with hundreds of stores. **Waterloo Premium Outlets** is a short drive from Rochester. An eclectic assortment of antique and specialty shops line **Monroe and Park Avenues**, while others are scattered throughout the area just awaiting your discovery. (**Antique shops** throughout the area are a treasure hunter's dream)! If unique is what you seek, travel to the villages along the Erie Canal for picturesque shopping at its best. For the freshest local produce during every season, the nearly 100-year-old **Rochester Public Market** is a shopping experience not to miss.

Nearby & Noteworthy

Just minutes from Rochester, you'll find wine trails throughout the beautiful **Finger Lakes** region. The **Seaway Trail**, America's longest scenic byway, winds along Lake Ontario, where one can visit historic lighthouses, farmers' markets, and more.

To the south, "The Grand Canyon of the East," **Letchworth State Park**, provides incredible views and a fascinating Native American

history. Continuing south, **Corning Museum of Glass** is noted as having the most celebrated collection of glass in the world. To the west, **Niagara Falls** is a 90-minute drive with spectacular views of the falls from either the American or Canadian sides.

Entertaining Evenings!

Find something for everyone in downtown's **East End, St. Paul Quarter** or the **High Falls** entertainment districts. Clubs, pubs, and intimate dance floors await at the more than 60 venues offering a range of styles from jazz to country to rock n' roll. **Geva Theatre Center**, Rochester's highly recognized regional professional theatre; touring Broadway shows, cabaret-style theatre, and many excellent local troupes, provide a wealth of theatrical offerings in a variety of settings. Fans of the cinema have plenty of choices from the art deco screens of the **Little Theatre**, to screenings of rare and classic films at the **Dryden Theatre** in George Eastman House, to state-of-the-art complexes. **Rochester Philharmonic Orchestra** concerts, **Eastman School of Music** students and performances by an incredibly diverse assortment of other musical groups provide still more evenings filled with music.

