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2013
flower
city
looking
good



cityofrochester.gov



Thomas S. Richards, Mayor
City of Rochester, NY

CREATING



HEALTHIER

COMMUNITIES





Get out, get healthy, get excited about Rochester

“I never knew this beautiful park was around the corner...”

We hear this every year during the bike rides, walks and other programs that you can discover in this Flower City Looking Good brochure. Learn about Rochester’s history, get a breath of fresh air, get some exercise, meet new friends and discover nature’s beauty throughout the city.

Enjoy our city from a different angle by walking or biking down a street you would usually drive down. Slow down and take in beautiful gardens, architectural details, majestic trees and other wonders that you might not ever notice at 30 mph. You’ll discover that there are tremendous environmental, social and health benefits to

walking and biking. This season’s addition of several bicycle rides focus on a new display of huge and colorful murals called Wall\Therapy, which will provide bicyclists the benefit of riding through the community, while talking in the newest examples of world class public art.

We are fortunate in Rochester that the city still has historic transportation systems such as the Erie Canal, and natural waterways like the Genesee River, which provide scenic and accessible opportunities to walk, ride or paddle through the city. Old industrial transportation by-ways are being rediscovered as unparalleled

opportunities for recreation and urban living from Brooks Landing and Genesee Valley Park to the Port of Rochester.

There is an increased appreciation for living and working close to the recreational options that are available in Rochester’s parks and trails. This spring, Rochester will host the Genesee-Finger Lakes Active Transportation Summit. This is an opportunity for Rochester to be a leader in the active transportation movement, which will help to increase our health, improve our environment and boost our ability to retain the younger generations who call Rochester home.

Envisioning a Healthier Way to Get Around.



Genesee-Finger Lakes Active Transportation Summit

Rochester Riverside Radisson Hotel (\$50 registration fee includes breakfast, lunch and snacks) Tuesday, April 30, 8 a.m. to 5 p.m.

This Summit includes keynote speeches by two key transportation leaders in the country, U.S. Representative Earl Blumenauer from Portland, Oregon,

and former NYS DOT Bike/Pedestrian Program Manager and author of The Third Mode, Jeff Olsen. The goal of the summit is to help educate, inspire and mobilize our nine-county region to help achieve a future in which every community has transportation options that are healthy, fun, safe and environmentally friendly.

Contact: elizabethmurphy@flhsa.org.

FREE Horticultural Workshops and Talks April through October 2013

Spring Garden Talks

These talks will be hosted by Master Gardeners of Cornell Cooperative Extension of Monroe County (www.mycce.org/monroe). Subjects include: gardening on a budget; growing plants from seed; planning a vegetable garden; maximizing color with annuals & perennials; raising herbs; and recognizing poison ivy. Each week will offer a different presentation. Learn from your fellow gardeners and bring plants for help in identification. Talks last approximately 45 minutes, with time for questions.

April 20 through May 25
Saturdays from 12:30 to 1:30 p.m.
at the following libraries:

April 20: Maplewood Branch
1111 Dewey Ave.

April 27: Arnett Branch
310 Arnett Blvd.

May 4: Lyell Avenue Branch
956 Lyell Ave.

May 11: Charlotte Branch
3557 Lake Ave.

May 18: Winton Branch
611 N. Winton Rd.

May 25: Monroe Branch
809 Monroe Ave.

Fall Garden Talks

Fall is the best time to plant almost anything—except for tomatoes and peppers. It's an excellent time to plant a late season crop of lettuce, peas or spinach. Perennials, shrubs and trees will have time to get their roots established in the warm fall soil with months to develop before facing the heat of summer. Planting in the fall means less watering in the summer and significantly larger plants. Learn more during Fall Garden Talks. Subjects include: seeding grass; dividing perennials; pruning shrubs; planting garlic; saving vegetable seeds; planting spring bulbs; and composting.

Rose Workshops at Maplewood Rose Garden

Greater Rochester Rose Society members will provide expert advice on roses and hands-on demonstrations. Meet by the fountain at the Maplewood Rose Garden. Free admission and no prior registration is required. Rain or shine.

Saturdays from 10 a.m. to noon at the Maplewood Rose Garden (corner of Lake Ave. and Driving Park Ave.)

May 4 – Topic: Pruning Roses

July 27 – Topic: Insects and Fungal Diseases in the Rose Garden

October 5 – Topic: Winterizing Your Roses

See page 10 for additional specific gardening classes at Cornell Cooperative Extension of Monroe County
www.MYCCE.org/Monroe



Special Events

Flower City Days at the Market Rochester Public Market

280 North Union St.

Rochester's "Flower City" nickname is right on target, and the city is alive and thriving! Visit these Sunday horticultural sales which attract 20,000 shoppers each week to the Rochester Public Market. Hundreds of local growers bring plants directly to gardeners. At Flower City Days, you can even recycle your old plant containers and join in Rochester's Green revolution! Master Gardeners from Monroe County Cornell Cooperative Extension will be on hand every Sunday to answer all of your gardening questions. Vendor spaces are still

available by calling (585) 428-6907.

Sundays from 8 a.m. to 2 p.m. on the following dates: May 12, May 19, May 26, June 2 and June 9.

Holiday hours during Memorial Day weekend: 8 a.m. to 2 p.m. on Friday, May 24 and Monday, May 27.

Contact: (585) 428-6907 or www.cityofrochester.gov/publicmarket

Lilac Festival in Highland Park

Friday, May 10 through Sunday, May 19. A local and regional favorite when it comes to festivals! The Lilac Fest includes the Master Gardener Plant Sale and other specialty vendors in front of Cornell Cooperative Extension

of Monroe County's offices at 249 Highland Ave. www.lilacfestival.com

Maplewood Rose Celebration:

Horticulture, Historic Homes and Heritage of the Maplewood Neighborhood. Saturday June 15 and Sunday, June 16. Maplewood Rose Garden (at the corner of Lake Ave. and Driving Park Ave.)

Bring your family and friends for a blooming photo opportunity with over 3,000 roses. Held during the peak of the blooming season, the event focuses on the hundreds of beautiful rose varieties within the historic Maplewood Rose Garden. www.cityofrochester.gov/maplewoodrosefest

More Gardening Classes:

Rochester Civic Garden Center: www.RCGC.org

Northeast Organic Farming Association of New York: www.nofany.org

Rochester Roots (summer workshop for teachers): www.rochesterroots.org



History and Nature Walks

Friends of Mount Hope Cemetery

In 1838 Mount Hope Cemetery was dedicated, becoming the first municipal Victorian cemetery in the United States. Volunteers conduct public and themed tours starting on May 4 and run through October 27, 2013. Contact: (585) 461-3494 or www.fomh.org

Landmark Society of Western New York

Formed in 1937—a decade before the founding of the National Trust for Historic Preservation—LSWNY hosts a variety of activities: House & Garden Tour; Inside Downtown; Walk the Walk; and Ghost Walk. Contact: (585) 546-7029 or www.landmarksociety.org

Family Walks in Washington Grove

Nestled behind the reservoir atop Cobb's Hill is a beautiful grove of giant old oaks, commemorated as Washington Grove after our first President. A dedicated coalition of neighborhood groups is collaborating with Sierra Club and the City to restore and protect the Grove. Walkers should meet on the east side of the reservoir where street parking

begins on the one way circle around the reservoir. Contact: (585) 234-1056

Saturday, April 27, 8:30 a.m.: Mighty giants of the Washington Grove. Spring morning walk with Peter Debes of the Friends of Washington Grove and the Rochester Regional Group of the Sierra Club. Look for spring wildflowers that were reintroduced in 2011.

Saturday, May 11, 8:30 a.m.: Birds in the Washington Grove. Peter Debes will identify songsters, explain why they come to the Grove and how to secure them for the next generation. Binoculars recommended.

Saturday, June 8, 8:30 a.m.: Bugs 'n Critters in the Cobb's Hill Forest (Families with children ages 3 through 9). Join a naturalist of the Friends of Washington Grove. Learn how to recognize eight different kinds of soil animals and discover just what they are doing in the forest.

Saturday, Aug. 24, 8:30 a.m.: An Old Growth Forest in the City. Enjoy the tranquility and mystery

of this beautiful old growth forest. Learn how to recognize these giant trees and find out what is being done to protect them and remove invasive species.

Maplewood Home Tour and photo exhibit, Saturday, September 14, 11 a.m. – 4 p.m. Maplewood YMCA, 5 Driving Park Ave. Take self-guided tours inside six architect-designed homes in one of Rochester's most distinguished neighborhoods. Historic Maplewood is listed on The National Register of Historic Places and visitors will be delighted to discover the high quality materials and craftsmanship in the American Foursquare, Craftsmen, Queen Anne, and Tudor style homes. General admission tickets, \$12 day of tour at the 2012 headquarters, The Claude Bragdon designed Maplewood YMCA on 25 Driving Park Avenue. A photo exhibit featuring the architecture of Claude Bragdon will be on display. Advance sales tickets available for \$10 at Parkleigh and The Peppermill Restaurant. Contact: (585) 458-3460 or www.maplewood.org



FREE MVP Health Care

Tuesday Guided Bicycle Tours

Health and Wellness Activities

Tuesday Cycling Nights will lead us to explore the city's natural environment—to appreciate the land and waters that were before the city was and to revisit the natural and built environments of 1835 Rochester. Cancellations due to weather will be made at start time on site. All rides led by a Board Member of the Rochester Bicycling Club. Contact (585) 428-6770.

2013 Schedule Guided Bicycle Tours City of Rochester

All rides start promptly at 6 p.m., please be ready to ride on time.

All riders are asked to wear a bicycle helmet.

Tuesday, June 4: Guided Bike Ride, High Falls Neighborhood. Meet at the Pont de Rennes Bridge, behind the Centers at High Falls for a 10 mile ride on flat terrain, city roads and paved trail. Travel along the Genesee Riverway Trail and by road into the community. Ride through Downtown, Genesee Valley Park, Corn Hill and the Susan B. Anthony neighborhood which contains the Frederick Douglass Resource Center. This ride is repeated during the River Romance Weekend on Oct. 12 at 1 p.m.

Tuesday, June 11: Guided Bike Ride, Genesee Valley Park Neighborhood Trails. Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave for this 12.5 mile ride on flat terrain, paved and unpaved trails. Bike on the Erie Canal, Genesee Riverway, Lehigh Valley North and Genesee Valley Greenway Trails.

Tuesday, June 18: Guided Bike Ride, Seneca and Turning Point Parks. Meet at Seneca Park Zoo parking lot for a 12 mile ride on a paved trail with a few moderate hills. Cross over to the west side of the Genesee River to ride on the Genesee Riverway Trail, north to the Port of Rochester. For spectacular views of the river gorge, ride on the 4,000 foot boardwalk in Turning Point basin, and under the O'Rorke Bridge. (This ride is repeated during River Romance Weekend on Oct. 13 at 1 p.m.)

Tuesday, June 25: Guided Bike Ride, Sea Breeze Neighborhoods. Meet at Summerville Genesee River parking lot at the end of St. Paul Boulevard for this 10.5 mile ride, which includes paved trails, city roads and one hill climb. Enjoy the beauty of Durand Eastman Beach, Durand Eastman Park and the Sea Breeze Neighborhood.



Tuesdays, June 4 through
August 27, 2013
All rides start promptly
at 6 p.m., please be ready
to ride on time.

Tuesday, July 2: Guided Bike Ride, Neighborhood of the Arts. Begin this 10 mile ride on flat terrain and city roads at the Rochester Public Market, 280 N. Union St. Ride along University Avenue to view sidewalk art and take in the beauty of the George Eastman House gardens on East Avenue.

Tuesday, July 9: Guided Bike Ride, Park Avenue Neighborhood and East Ave. Meet at the Towner's Bicycle Shop, 1048 University Ave. for this 10 mile ride on city roads and a climb to the top of Cobb's Hill. Ride along East Avenue to view the beautiful historic mansions and grounds.

Tuesday, July 16: Guided Bike Ride, Charlotte Neighborhood and Lake Ontario State Parkway Trail. Meet at the boat launch at the Port of Rochester

Rochester Bicycling Club's Slow & Easy Ride Series:

Weekly from May to October. These rides led by members of the Rochester Bicycling Club, are longer (9 to 23 miles), utilize rural streets and trails, and are designed for riders who want to develop their riding skills. Helmets required and riders under 18 must be accompanied by an adult.
www.rochesterbicyclingclub.org.

(Charlotte). This 13.6 mile ride is on paved trails and offers great views of Lake Ontario and ponds along Edgemere Drive and beachfront homes. Walk a short distance along the "secret sidewalk" of Lake Ontario beachfront.

Tuesday, July 23: Guided Bike Ride, Lake Ontario State Parkway and Route 390 Trails. Meet at the boat launch at the Port of Rochester (Charlotte). Ride on a trail alongside the Lake Ontario State Parkway and Route 390 in Greece. The ride starts at Charlotte Beach and turns around at Ridge Road West. Return to follow the route backwards. This ride is 17 miles on flat terrain and paved trails.

Tuesday, July 30: Guided Bike Ride, Mount Hope Cemetery. Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Explore the oldest municipally maintained Victorian cemetery in the United States. This will be a slow ride and walk in Mount Hope Cemetery with many stops. The tour is lead by the Friends of Mount Hope Cemetery and features stops at many grave sites of prominent Rochester residents including Frederick Douglass and Susan B. Anthony.

Tuesday, August 6: Guided Bike Ride, Corn Hill Neighborhood. Meet at the Genesee Valley Park pool parking lot,

131 Elmwood Ave for this 10 mile ride on paved trail and city roads. Bike on the Genesee Riverway Trail and explore the Corn Hill Neighborhood and it's many historic and stately homes.

Tuesday, August 13: Guided Bike Ride, South Wedge Neighborhood. Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Bike on the Genesee Riverway Trail and on the bicycle lane on South Avenue in "the Wedge," a neighborhood enjoying a rebirth of new housing and unique businesses. This 11 mile ride is on paved trails as well as city roads.

Tuesday, August 20: Guided Bike Ride, Maplewood Neighborhood. Meet at the Rose Garden parking lot, at the corner of Lake & Driving Park Avenues. Ride on the Genesee Riverway Trail through Seneca Park. See the stately homes on Seneca Parkway, close-up views of the Lower Falls and the Genesee River Gorge. Ride the new El Camino Trail and over the Rochester Gas & Electric Middle Falls Dam Trail Bridge. This nine-mile ride is on a paved trail and city roads with a few moderate hills.

Tuesday, August 27: Guided Bike Ride, Genesee Valley Park Neighborhood Trails. Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Bike on the Erie Canal, Genesee Riverway, Lehigh Valley North and Genesee Valley Greenway Trails. This is a 12.5 mile ride on flat terrain, paved and unpaved trails.

Sundays, June 9 and August 25: Special Guided Bike Ride, The Murals of Rochester

Meet at the Rochester Public Market for a 10 a.m. start. We will ride to view several murals painted on walls, many are located in downtown Rochester. Bring your camera. Plan to spend at

least two hours on this tour of the murals. We will have Wall\Therapy guides with us to talk about the murals.

Wall\Therapy: "Essentially, what we are doing is a community-level intervention in the form of mural art in the public space. The walls are our vehicle for inspiring and rehabilitating our community. In addition and literally, the walls on which our "therapists" will paint are being resurfaced and rehabilitated...given new life and energy." Visit Wall\Therapy web site for a preview of the murals" www.wall-therapy.com

City of Rochester second annual Bike Week from May 11-19 with a series of events designed to highlight the city's growing interest in the bicycle as a mode of transportation and recreation.
www.cityofrochester.gov/bikeweek.

ReadySetRide: Saturdays, May 18 - June 8, 1 p.m. - 4 p.m. This program for 5th to 12th graders teaches fundamentals of safe road cycling.

May 18: Edgerton Community Center
41 Backus St.

May 25: South Avenue Community Center, 999 South Ave.

June 1: Flint Street Community Center, 271 Flint St.

June 8: Avenue D Community Center
200 Avenue D

The Roc City Challenge: Tuesdays, July 9 through 30, 6 p.m. to 8:30 p.m., Genesee Valley Park. Learn to stay safe in traffic with this four week-long bicycle safety course for adults over 18. Preregistration including a \$10 fee is required. To register, visit the City's Recreation Bureau office, 400 Dewey Avenue. (585) 428-6755.

Conkey Cruisers

The cruising continues July-August 2013. Registration opens on June 1. Visit www.conkeycruisers.org or email ConkeyCruisers@rochester.rr.com



Health and Wellness Activities

June 6: Historic Genesee Valley Park. 6 p.m. Meet in the south end of the park at the dead end of Hawthorne Drive, close to the East River Road entrance. Designed by Frederick Law Olmsted, Genesee Valley Park is the junction of a multitude of trails, bike paths and waterways.

June 13: Brooks Landing to the former Camp Fitz-John Porter Civil War training camp. 6 p.m. Meet at the west end of the pedestrian bridge near Brooks Avenue and Genesee Street. Experience Rochester's history from the days of the Iroquois, to the Underground Railroad, to 19th and 20th century industrialism. See the progress of the conversion of the Erie Railroad Bridge, the city's newest pedestrian bridge over the Genesee.

June 20: Lower and Middle Falls, noon & 6 p.m. Meet in the Maplewood Rose Garden parking lot, at the corner of Lake and Driving Park Avenues. Walk the west side of the Genesee Gorge and visit Maplewood Park. This hike includes the former villages of Kelsey's Landing and McCrackenville, as well as the Lower and Middle Falls of the Genesee.

June 27: El Camino Trail. 6 p.m. Meet at the corner of Clifford and Conkey Avenue for a hike to the Seneca Park Zoo and back. Rochester's newest trail—initiated by the Genesee Land Trust—follows the former railroad bed through residential and commercial districts.

July 11: Cemeteries along Lake Avenue, 6 p.m. Meet at the entrance of Riverside Cemetery, 2650 Lake Ave. Visit historic Riverside and Holy Sepulchre Cemeteries and see the grave of Rattlesnake Pete. See some of the largest and most beautiful trees in Rochester.

July 18: Seneca Park North, 6 p.m. Meet in Seneca Park, north of the zoo at Trout Pond. Explore the historic Olmsted designed Seneca Park North including: Trout Pond, Aviary and Bandstand, and the historic trail system.

July 25: (New) The Rochester Aqueduct, noon & 6 p.m. Meet on the steps of the Rundel Library building on South Avenue, Downtown. The Erie Canal was completed through Rochester in 1823 and carried across the Genesee River on a stone aqueduct. Learn about the Genesee River and its falls and visit the site of Ebenezer Allan's 1789 mills.

August 1: (New) Frankfort, noon & 6 p.m. Meet at the south west corner of State and Platt Street, across from the Kodak building. Frankfort was a 200 acre plot immediately north of the original 100 acre plot for Rochester and was the city's main industrial area. Learn about the area west of State Street, visit the Brown's Race area and cross the 1890 Platt Street Bridge for several views of the High Falls.

August 8: (New) The One Hundred Acre Plot, noon & 6 p.m. Meet at the west side of the Broad Street Bridge, near the corner of Broad and Exchange. The



Thursdays, 6 p.m., June 6 through August 29, 2013 (several walks are also held at noon)

Thursday Evening Walks will highlight the historical and natural wonders of the City of Rochester.

City of Rochester sprang from this 100 acre plot bought by Rochester, Carroll and Fitzhugh in 1803. Walk along West Main and Fitzhugh Street to learn about significant buildings and events that occurred in the area.

August 15: (New) Washington Square Park, 6 p.m. Meet at the Soldiers and Sailors Monument. Learn about this monument and visit the nearby St. Mary's and First Universalist Churches. At the south end of the park see Geva Theater, a former armory and convention center.

August 22: Downtown Heritage Trail, 6 p.m. Meet in front of the Susan B. Anthony House on King Street. Explore the new Rochester Heritage Trail from the Genesee River west to the Susan B. Anthony Historic District.

August 29: Turning Point Park, 6 p.m. Meet at Boxart Street parking lot. Hike across the picturesque Genesee River boardwalk and discover the Red Falls Trail and Bullock Woods.





Buy Fresh. Buy Local. Shop the Rochester Public Market.

**Open Tuesdays and Thursdays, 6 am–1 pm
& Saturdays, 5 am–3 pm, 52 weeks a year!**

Rochester Public Market, 280 N. Union St.

Questions? Call 311 • www.cityofrochester.gov/publicmarket



Thomas S. Richards, Mayor
City of Rochester, NY

Activities on the water

August 17 through 18: 9th Annual GWC Lockapalooza at the Lock 32 Whitewater Course in Pittsford. Contact: (585) 328-3960 More: www.lockapalooza.com

Saturday, September 14: 17th Annual Rochester River Challenge. Genesee Waterways Center in Genesee Valley Park. This inclusive community and Wounded Warrior Disabled Sports event celebrates the sport of outrigger canoeing. It is a full-day affair attracting paddlers to the Genesee River to compete in 400m sprint races. Team up with family, friends or co-workers for this unique and fun day on the Genesee River! This event is run by a local non-profit organization, Cape Ability Outrigger Ohana, which specializes in providing outrigger canoeing opportunities for individuals of all abilities. More: www.adaptivecanoeing.org.

October 5 through 6: River Romance Canoe and Kayak rentals provided by the Genesee Waterways



Center Available 9 a.m. to 4 p.m. during River Romance Weekend at the Turning Point Park landing. Directions: Turn east on Boxart St. off Lake Ave., turn right into parking lot, then walk down to Genesee River boardwalk. Fees: \$15 per hour; \$25 for 2 hours, or \$40 per day.

Genesee Waterways Center (GWC) Headquartered in Genesee Valley Park, the Genesee Waterways Center is the gateway to outdoor activities on or near the water in Western New York. GWC is a not-for-profit or-

ganization that promotes paddling, rowing and sculling, and related outdoor activities with programs for everyone! The Center offers top-notch instructors and growing facilities, extensive rental equipment for canoeing and kayaking, and more for visitors to make the most of their outdoor experience. These recreational facilities and year-round classes are available to all ages and ability levels, from youth to adults, from novice competitive! More: www.geneseewaterwayscenter.org

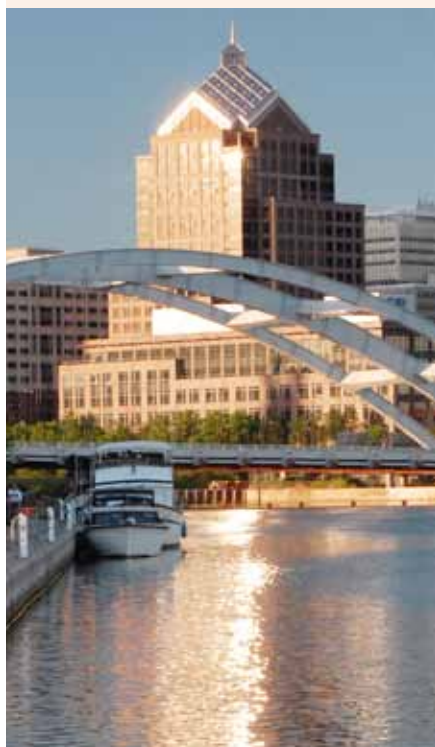
Rochester River Romance: Celebrating our Love Affair with the Genesee River: Friday, Oct. 4 through Sunday, Oct. 6

Join this community-wide love affair as we focus the community spotlight on the Genesee River. An entire weekend is dedicated to the beauty and majesty of Rochester's Genesee River during peak autumn foliage season.

Renew your vows on the Pont de Rennes Bridge in High Falls Historic District. Explore by foot, bike or water, the beauty and historical importance of the Genesee Riverway Trail. Pick up your River Romance Passport for discounts at local restaurants and businesses. Take a romantic cruise on the Mary Jemison

or the paddle-wheeled Harbor town Belle. Fish for salmon below the Lower Falls, climb the tower of an 1822 vintage lighthouse. Watch amateurs and high school students compete in the Head of the Genesee Invitational Regatta—whatever floats your boat!

A myriad of opportunities will be offered by the City in partnership with numerous collaborators. The weekend includes more than 40 separate events including historic walking tours, bicycle treks, boat rides and races, nature walks, concerts and lakeside family fun plus horticultural workshops and festivities all along the river corridor. Look for the full brochure of the full River Romance schedule in September.



City Parks & Neighborhoods: A perfect backdrop for outdoor fitness activities

Run the Roc, Tri the Roc, Du the Roc:

UNITY HEALTH SYSTEMS FLOWER CITY CHALLENGE PRESENTED BY FLEET FEET SPORTS

Saturday, April 27: SMP Rochester River Challenge Duathlon & Paddle Triathlon at Genesee Waterways Center, events for all fitness levels. More: www.FlowerCityChallenge.com

Sunday, April 28: Unity Health Systems Rochester Flower City Half Marathon and Wegman's Family 5K. Be part of this fun family fitness event at the War Memorial. More: www.FlowerCityChallenge.com

Pumpkins in the Park 5K & Kids Races: Benefits the Tony Jordan Youth Sports Foundation, supporting Rochester Youth Sports Organizations. Saturday, Oct. 26 at Cobbs Hill Park. This USATF Certified 5K race begins at 9 a.m. Youth race starts at 9:45 a.m. Meet at Cobbs Hill Lake Riley Lodge, Norris Drive off Culver Road. Celebrate fitness with your family and friends while supporting youth sports in the city. Kids distances include quarter mile, half mile and mile. Online registration at: www.yellowjacketracing.com. More: www.tjyouthsportsfoundation.org

Other charity runs/walks in Rochester:

Sunday, April 21: Rochester River Run 5K to benefit transplant patients and their families at Strong Memorial

Hospital. Genesee Valley Park Roundhouse, 8:30 a.m. check-in, 10 a.m. start.

Sunday, May 5: Walk MS to benefit the National Multiple Sclerosis Society (1, 2 and 5 miles). Genesee Valley Park, 9 a.m. start. Contact: (585) 271-0805. More: www.msupstateny.org.

Sunday, May 12: Pink Ribbon Run & Family Fitness Walk to benefit the Breast Cancer Coalition of Rochester. Genesee Valley Park (new location), 9 a.m. start, Contact: (585) 473-8177. More: www.bccr.org.

Sunday, May 19: Medved Lilac 10K & 5K Family Fun Run at Highland Park. 5K begins at 8 a.m., 10K begins at 9 a.m. (585) 248-3420. More: www.medvedrunwalk.com

Sunday, May 19: Great Strides Walk to benefit the Cystic Fibrosis Foundation. Genesee Valley Park, 10 a.m. check-in, 11 a.m. start. Information: (800) 344-4823. More: www.cff.org

Sunday, June 16: Medved 5K to Cure ALS at Frontier Field. Contact: (585)248-3420. More: www.medvedrunwalk.com.

Sunday, July 21: Jungle Jog 5K & Seneca Park Mile. Lower Seneca Park and Seneca Park Zoo. 5K at 8:15 a.m., and Seneca Park Mile at 9:30 a.m. Contact: (585) 336-7202. More: www.senecazoo.org.

Wednesday, Aug. 21 through Sunday, Aug. 25: AIDS Red Ribbon 5 Day Ride.

Starts at AIDS Care and finishes 400 miles later at Genesee Valley Park's Roundhouse. Contact: (585) 210-4150. More: www.aidsredribbonride.org.

Saturday, Sept. 8: Rochester Remembers – Race for Responders. 9:30 a.m. start at Genesee Valley Park's Roundhouse Shelter. Contact: (585) 354-7708 or race4responders@gmail.com.

Sunday, Sept. 15: Kidney Walk to benefit the National Kidney Foundation serving Upstate New York. Frontier Field, 7:30 a.m. registration time. Contact: (585) 697-0874 x30. More: www.kidneywalk.org.

Sunday, Sept. 15: Ovarian Cancer 5K Run & 1 Mile Fun Run/Walk. Time: TBA. Lake Riley Lodge in Cobbs Hill Park. Contact: (585) 469-5727. More: www.cancerwellnessconnections.com.

Saturday, Oct. 5: George Eastman House Photo Finish 5K. Starts at 8 a.m. Contact: (585) 271-3361 x291. More: www.geh.org.

Saturday, Oct. 12: Walk to End Alzheimer's, to benefit the Alzheimer's Association. Corn Hill Historic Neighborhood, 9 a.m. registration time. Contact: (585) 760-6404. More: www.alz.org/rochesterny.

Saturday, Oct. 12: Zombie 5K Run & Walk to benefit the Make a Wish Foundation. Starts at 9 a.m., Cobbs Hill Park. Contact: (585) 967-4601. More: www.wny.wish.org.



Adopt a Garden

A healthy activity for both mind and body, community gardens provide a rewarding way for volunteers to help the community and to enjoy new friends. Call 428-8820 for locations.



Gardens and Trails Benefit from Volunteer Involvement

Monday, April 22: Earth Day Celebration at Conkey Corner Park, time TBA. The Genesee Land Trust will celebrate Earth Day with a clean-up of Conkey Corner Park. This afternoon event will be led by Land Trust volunteers but the community is invited to pitch in and nurture the park and intersection on the El Camino Trail! Location: Corner of Clifford Ave. and Conkey Ave. More: www.geneseeandtrust.org.

Friday, April 26: Arbor Day, 11 a.m. A nationally-celebrated event recognizing the significance of trees to the health of communities.

Named a "Tree City USA" for 30 consecutive years, the city of Rochester maintains and manages thousands of city-owned trees and participates in an Arbor Day tree planting event each year that involves the community. Join the City of Rochester and Monroe County in the 2013 celebration at Jones Square, a park on Plymouth Avenue North designed by Frederick Law Olmsted. Information: (585) 428-6770.

Friday, June 7: Flower City Kids Picnic and Planting Day, 10 a.m. to 2 p.m. Thousands of Rochester students plant flowers grown

in their classrooms during a picnic at Ontario Beach Park. Interested volunteers may call (585) 428-6770 to sign-up.

Saturday, June 1: National Trails Day celebration at El Camino Trail, noon to 3 p.m. The Genesee Land Trust and Project Hope will celebrate the 1st anniversary of the opening of El Camino Trail with an afternoon of biking, walking, food, games and music near the playground. Location: Corner of Clifford Ave. and Conkey Ave. More: www.geneseeandtrust.org.



Cornell University
Cooperative Extension
Monroe County

Cornell Cooperative Extension of Monroe County

Look for the **Master Gardeners Annual Plant Sale** during the Lilac Festival (May 10-19), and their **Gathering of Gardeners Symposium** on September 14. Contact 461-1000 ext. 0. More www.mycce.org/monroe.

Questions about your garden? Contact the Garden Helpline at Cooperative Extension, (585) 473-5335, staffed by Master Gardeners: April through October, Mon. through Fri., 9 a.m. to noon and November through March, Mondays, Wednesdays and Fridays from 9 a.m. to noon.



It's about showing

pride
in our city!

SATURDAYS, 9 to 1 pm
4/27: Edgerton Park
5/4: Cobbs Hill Park
5/11: Genesee Valley Park
5/18: Northeast NSC



Volunteer Today! Call 311 ■ www.cityofrochester.gov/cleansweep

Keeping Rochester clean and green! Volunteers Care for the Environment

In May, look for Genesee Land Trust to coordinate the sprucing up of Conkey Corner Park and El Camino Trail on both the Day of Caring and Clean Sweep. Watch the City of Rochester website for exact days and times.

May 4: Scout Sweep, 9 a.m. to noon Area scouts and other volunteers will clean the entire length of the Genesee Riverway Trail from Turning Point Park to Genesee Valley Park. Scout troops may contact Otetiana Council at (585) 244-4210 or at sylvia.johnson@bsamail.org.

Saturday, May 18 (and Saturday, Oct. 5): Rochester Blossoms! Meet between 7 to 9 a.m. at the City Recreation Office, 420 Dewey Ave. Thousands of flowers are planted throughout city parks during this citywide volunteer effort. Register by May 10, but call earlier to discuss planting locations. Plants also are distributed to neighborhood groups planting in public spaces. (Daffodil and tulip bulbs will be distributed on Oct. 5., register by Sept. 24.) To register, contact: (585) 428-6770.

Perennial Swaps: In conjunction with the pickup of flowers that were

reserved by volunteers in community gardens, there will also be a Perennial Swap. Bring labeled divisions, seeds, pots and other gardening supplies that others could use.

Saturday, September 14: 28th Annual International Coastal Cleanup

Recognizing the importance of our natural resources, the Rochester area again joins this international effort. On foot, by boat, canoe or kayak volunteers will clean up the area's waterways. For locations such as Genesee Valley Park, Turning Point Park, Seth Green Drive and others call (585) 428-6770.

The Flower City Garden Contest

The efforts of hundreds of dedicated city gardeners have been recognized over the past 19 years through the Flower City Garden Contest. Any gardener may nominate his/her own garden or a neighbor's garden. Recognition and prizes are awarded in the following categories: 1. Best Use of Container Gardening 2. Best Use of a Water Feature 3. Best Example of a Turf-Free Front Yard 4. Best Community Enhancement Garden 5. Best Wildlife/Butterfly Habitat Garden and 6. Most Interesting Use of Art in the Garden. Deadline for 2013: July 31.



Winter Garden Contest

There's also a Winter Garden Contest, with an entry deadline of February 26, 2014. Call 428-6770 or go to www.cityofrochester.gov/gardencontest for more information or to access the garden contest entry form.

More gardening events held in the Rochester area

May 18 to 19: 40th Upstate New York Bonsai Exhibition at Monroe Community Hospital. More: www.bonsaisocietyofupstatenyc.org.

July 10 through 14: Monroe County Fair. Fair and Expo Center, 2695 E. Henrietta Road. More: www.mcfair.com

Sept. 14: 19th Annual Gathering of Gardeners will be held at the Eisenhart Auditorium. Featured speakers: Barry Glick, founder and owner of Sunshine Farm and Gardens, a wholesale nursery in West Virginia which offers "Rare and Exceptional Plants for the Discriminating Gardener and Collector," especially Hellebores. Karen

Bussolini, Garden photographer, writer and lecturer whose books include "The Naturescape Workbook: How to Create a Garden with Nature as Your Guide," and "Elegant Silvers: Striking Plants for Every Garden." More: www.GatheringofGardeners.com.

September 10 through 15: 3rd Greentopia Festival in the Historic High Falls District. The Greentopia Festival is Rochester, New York's and the Finger Lakes' celebration of the green movement sweeping around the globe. This interactive festival will include an expanded film festival and other creative additions for 2013. More: www.GreentopiaFest.com.



A bouquet of thanks to our sponsors and partners

Major corporate sponsorship of the City's Flower City Looking Good Program for Gardeners and Environmentalists is provided by MVP Health Care, Wegmans and City Newspaper. Thanks also go to the following supporters and partners: American Littoral Society, Community

Water Watch, Cornell Cooperative Extension of Monroe County, Fleet Feet Sports, Friends of Mount Hope Cemetery, Frontier Telephone Pioneers, Genesee Brewery, Genesee Corridor Business Assoc., Genesee Valley Recreation and Parks Society, Genesee Waterways Center, High Falls

Business Association, Lower Gorge Explorer Volunteers, Maplewood Neighborhood Association, Ontario Beach Park Program Committee, Parks and Trails New York, Rochester AmeriCorps, Rochester Bicycling Club, Rochester Civic Garden Center, Rochester Public Market, SportsNet.



3rd Annual Greentopia Celebration!

5 DISTINCT EVENTS OVER 6 DAYS!

September 10 - 15, 2013 • In and Around Rochester & High Falls!



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- FREE EcoFest for Family Fun!
- New Futures Summit 2-day Power Conference on Sustainability
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- Classical Music Series,
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FOR MORE INFORMATION & TICKETING VISIT GREENTOPIAFESTIVAL.COM | P: 585.287.5560

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What goes great with outdoor activities? Recreation on the Move!

The **Recreation on the Move** mobile recreation center brings all the fun of City Recreation Centers right to city neighborhoods! Learn about the many safe, healthy and educational activities that City Recreation has to offer. The mobile unit gives youth and their families a comfortable neighborhood location to enjoy physically, mentally and healthy activities!

Sponsorship: If your organization is interested in sponsoring Recreation on the Move, contact Jim Farr at farrj@cityofrochester.gov, or at (585) 428-6866.

For More Information: Call 311, or contact Coordinator Shannon Grieve of the Bureau of Recreation at (585) 428-6985.



Watch for Us!
www.cityofrochester.gov/reonthemove