



30 Church Street
Rochester, New York 14614-1290



400 Andrews St.
Rochester, New York 14604

MEDIA ADVISORY

MONDAY, NOVEMBER 10, 2008 MIDTOWN RISING PARTNERS TO UNVEIL DEVELOPMENT PLANS FOR SITE

(Rochester, New York) — The Midtown Rising project partners—the State of New York, the City of Rochester and PAETEC Holdings, Inc.—will unveil the development plans for the nearly 9 acre Midtown site at the Rochester Downtown Development Corporation's *Repositioning Rochester* series, **11:45 a.m. – 1:30 p.m., today, Mon., Nov. 10** at the Rochester Riverside Convention Center Lilac Grand Ballroom, 123 E. Main St.

In accordance with the State Environmental Quality Review Act (SEQR), the development plans will be released in conjunction with a Draft Generic Environmental Impact Statement (DGEIS), a document describing and analyzing redevelopment alternatives and impacts for the Midtown site. The 40-day period for public review and comment commences officially commences Monday and will conclude on Friday, December 19.

-30-

News Media: Contact Michael Keane at 428-6064 or Katie Krawczyk at 716-856-8123 ext. 247.