



**WEDNESDAY, MARCH 26, 2008**

**MAYOR ENCOURAGES RESIDENTS TO CONTINUE SHOPPING AT MIDTOWN**

(Rochester, New York) —Mayor Robert J. Duffy today encouraged Rochester residents to continue shopping at Midtown Plaza as the Midtown Revitalization Project continues. While the City works with Governor Paterson and its partners at Empire State Development, PAETEC and City Council to move the project forward, the mayor is reminding people that the Plaza’s shops and restaurants will remain open to the public for several months. There are more than 35 retail stores, salons and eateries that are open Mon. -- Sat., 10 a.m. -- 5:30 pm.

“As we continue working to revitalize the core of our city, I want to be sure people realize that there are nearly 40 merchants in Midtown who welcome their business,” said Mayor Duffy.

“We are working together to find many of these businesses homes right in downtown, so as the new Midtown takes shape, many will be close by to continue serving their customers.”

The City is allocating approximately \$5.5 million to assist Midtown Plaza tenants with their relocation. The City is also working to create a special grant program to provide additional assistance for those businesses relocating within downtown or in the city. City Council will vote in April to authorize funding for the City's relocation efforts and to secure approval for the grant program.