

2015
Flower City looking
GOOD



 MVP HEALTH CARE  CITY News. Music. Life.  Wegmans

 Believe.

 City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

**LIVING WELL IS THE GOAL.
AS INDIVIDUALS. AND TOGETHER.**

MVP Health Care is proud to support wellness in all its forms by helping our whole community build a healthier future.



CREATING HEALTHY COMMUNITIES

www.mvphealthcare.com

For the past
25
years,

the Flower City Looking Good Program has connected city residents with the beauty of Rochester's natural environment.

This year, we continue this great tradition by providing community members with an abundance of opportunities to get out, get active and get excited about the City of Rochester.

Over the years, thousands of Rochesterians have learned about the natural wonders and rich history of our great neighborhoods through participation in the Tuesday night bike rides and Thursday night history/nature walks, volunteering in community gardens and public parks, and attending the Maplewood Rose Festival and River Romance.

Jump on your bike and enjoy a ride through the Historic Maplewood Neighborhood. Grab your sneakers and discover the giant old growth trees in Washington Grove. Brush off your garden trowel and attend a free garden workshop. Buckle up your life vest and check out the paddling opportunities offered at the Genesee Waterways Center.

The 2015 Flower City Looking Good Program has something for everyone!



Lovely A. Warren

*Lovely A. Warren
Mayor of Rochester*

Free HORTICULTURAL WORKSHOPS AND TALKS

Get excited about gardening! The City of Rochester has teamed up with Cornell Cooperative Extension Master Gardeners and other community groups to provide spring garden talks. Talks will take place at various public libraries around the city of Rochester and at the new Demonstration Garden at 500 Norton St. Dig in!

Great Perennials to Grow in Our Area. May 9, 10:30-11:30 a.m. Learn about easy care, disease-resistant plants that do well in our area. Well-known, as well as lesser-known perennials are featured. Monroe Branch Library, 809 Monroe Ave.

Getting Started in the Garden. May 13, 5:30-7:30 p.m. Learn about site selection, soil testing, and other pointers for starting a garden. Demonstration Garden, 500 Norton St.

Planting Techniques. May 20, 5:30-7:30 p.m. Learn the basics of starting edible crops from seed, as well as techniques for successfully

transplanting starts into the garden. Demonstration Garden, 500 Norton St.

Fertilizing Your Garden. May 27, 6-7:30 p.m. Learn about fertilization options, optimum time to fertilize, how to navigate organic vs. chemical options, and more. Demonstration Garden, 500 Norton St.

DIY Raised Beds. May 28, 6-7:30 p.m. Learn how to utilize recycled material to create containers and raised beds for growing edibles/ornamentals in your home garden. Demonstration Garden, 500 Norton St.

Gardening With Edibles and Perennials. May 30, 10:30-11:30 a.m. Learn how to grow edible crops and beautiful flower gardens. Charlotte Branch Library, 3557 Lake Ave.

Container Gardening. June 6, 10-11:30 a.m. Learn unique and beautiful options for growing in containers. Demonstration Garden, 500 Norton St.

All About Weeds. June 10, 6-7:30 p.m. Learn how to identify common weeds in the garden, as well as techniques for dealing and/or living with garden weeds. Demonstration Garden, 500 Norton St.





Special EVENTS

Flower City Days at the Market.

Sundays, May 10, 17, 24, 31
and June 7: 8 a.m.-2 p.m.

Bonus Days over Memorial
Day Weekend (Friday, May 22,
and Monday, May 25)

Rochester Public Market
280 North Union St.

Visit these Sunday horticultural
sales which attract 20,000
shoppers each week to the
Rochester Public Market.
Hundreds of area growers bring
plants directly to gardeners. Join
in Rochester's green revolution--
recycle your old plant containers.
Master Gardeners from Monroe
County Cornell Cooperative
Extension will be available every
Sunday to answer your gardening
questions. Vendor spaces are still
available. 428-6907.

Lilac Festival in Highland Park.

May 8-17: www.lilacfestival.com.

25th Annual Maplewood Rose Celebration: Horticulture, History and Heritage of the Maplewood Neighborhood.

June 12-14.
Maplewood Rose Garden, corner
of Lake Ave. and Driving Park Ave.

Bring family and friends for a
photo opportunity with over
5,000 roses, and focus on the
beauty of more than 300 rose
varieties within the historic
Maplewood Rose Garden. This
year's festival kicks off with
a family friendly party on the
Driving Park Bridge on June
12 - complete with live music
and fireworks at dusk. Enjoy
garden tours, craft vendors,
Maplewood history and gorge
tours, a community garden expo
and much more! For a detailed
schedule: www.cityofrochester.gov/maplewoodrosefest.

Perennials for Sun and Shade.

June 13, 10:30-11:30 a.m. Learn
about a mix of sun & shade plants
(easy to grow, low maintenance,
disease-resistant, award-winning)
for the perennial border. Also
touches on the difference between
sun and shade gardening. Arnett
Branch Library. 30 Arnett Blvd.

Composting Basics. June 18, 6-7:30
p.m. Learn about composting
techniques, benefits and how to
start a compost system in your
garden. Demonstration Garden,
500 Norton St.

Watering Techniques. June
24, 6-7:30 p.m. Learn tips and
tricks for watering your garden
effectively and efficiently.
Demonstration Garden,
500 Norton St.

Pest and Disease Management.

July 1, 6-7:30 p.m. Learn how to
identify and deal with common
garden pests and diseases.
Demonstration Garden,
500 Norton St.

Rose Workshops at the Maplewood Rose Garden

Saturdays, 10 a.m.-12 p.m.
Greater Rochester Rose Society
members will provide expert
advice on roses and hands-on
demonstrations. Meet by the
fountain at the Maplewood Rose
Garden, corner of Lake Ave. and
Driving Park Ave. Free admission
and no prior registration. Work-
shops take place rain or shine.

May 2: Pruning Your Roses.
October 3: Winterizing Your Roses.

FREE MVP Health Care



City of Rochester Tuesday Guided Bicycle Tours

Explore the city's natural and built environments - rides will highlight neighborhoods, city landmarks, natural wonders, and the rich history of our great city. Cancellations due to weather will be made at start time on the site of the ride. Call 428-8820.

High Falls Neighborhood. June 2. Meet at the Pont de Rennes Bridge, at the Centers at High Falls. Travel along the Genesee Riverway Trail and by road into the community. Ride through Downtown Rochester, Genesee Valley Park, the Corn Hill Neighborhood and the Susan B. Anthony Neighborhood which contains the Frederick Douglass Resource Center. A 10-mile ride on flat terrain, city roads and paved trails. This ride is repeated during the River Romance Weekend in October.

Genesee Valley Park Neighborhood. June 9. 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. A 12.5-mile ride on flat terrain, paved and unpaved trails.

South Wedge Neighborhood. June 16. Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Bike on the Genesee Riverway Trail and in the bicycle lane on South Ave. in the South Wedge, a neighborhood which is enjoying a rebirth with new

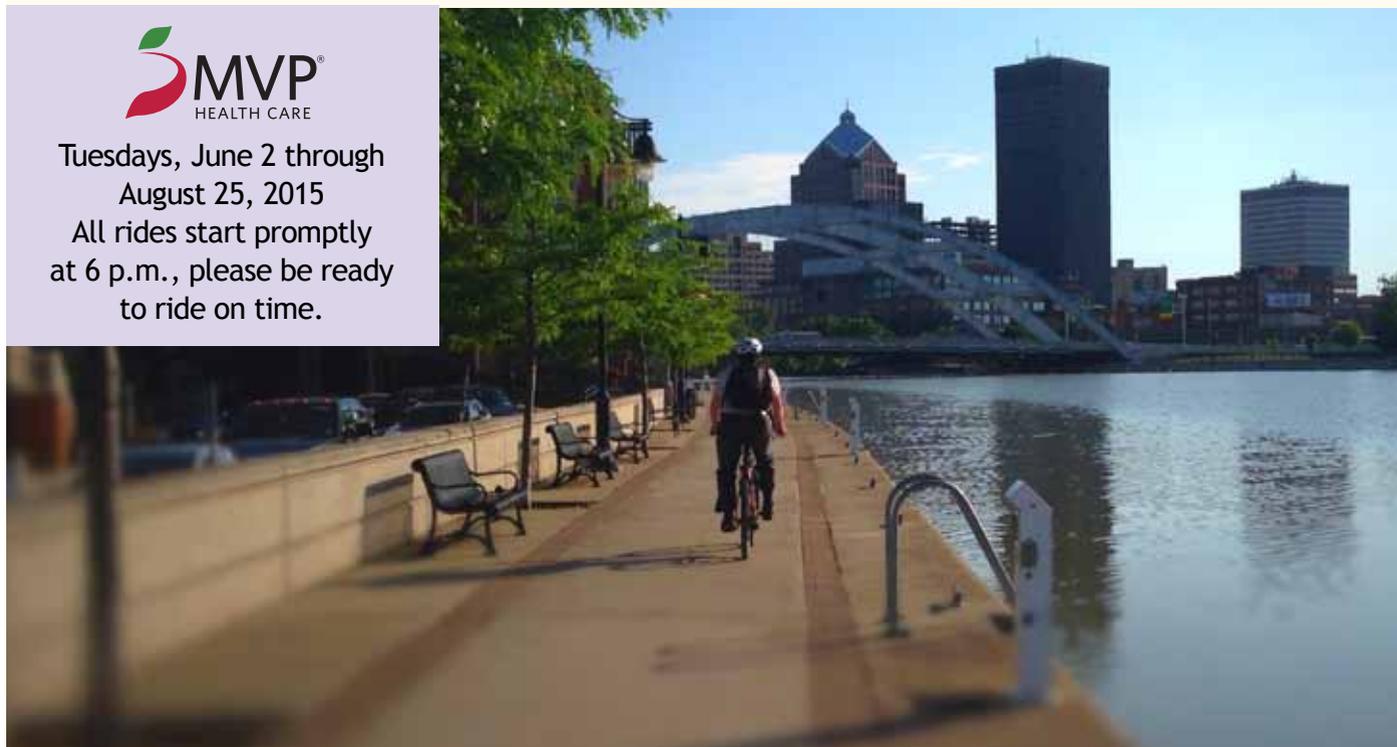
housing and businesses. An 11-mile ride on paved trails and city roads.

Durand Eastman and Seabreeze. June 23. Meet at Summerville Genesee River parking lot at the end of St. Paul Blvd. Enjoy the beauty of Durand Eastman Beach, Durand Eastman Park, and the Seabreeze Neighborhood. A 10.5-mile ride, which includes paved roads, trails and one hill climb.

Seneca and Turning Point Parks. June 30. Meet at Seneca Park Zoo parking lot, 2222 St. Paul Blvd. Cross over to the west side of the Genesee River



Tuesdays, June 2 through
August 25, 2015
All rides start promptly
at 6 p.m., please be ready
to ride on time.



to ride on the Genesee Riverway Trail north to the Port of Rochester. Spectacular views of the river gorge. Ride on the 4,000 foot boardwalk in Turning Point basin, and under the O'Rorke Bridge. A 12-mile ride on a paved trail with a few moderate hills. This ride is repeated during the River Romance Weekend in October.

University Ave. Neighborhood of the Arts. July 7. Begin at the Rochester Public Market, 280 N. Union St. Ride along University Ave. to view sidewalk art and enjoy the George Eastman House gardens. A 10-mile ride on flat terrain and city roads.

Park Avenue Neighborhood. July 21. Meet at the University Ave. Business Center, 1044 University Ave. Ride along East Ave. to view the beautiful mansions and through the Cobb's Hill Neighborhood. A 10-mile ride on city roads.

Charlotte Neighborhood and Lake Ontario State Parkway Trail. July 28. Meet at the Abbott's Charlotte parking lot by Estes St. Great views of Lake Ontario and the ponds along Edgemere Drive. Includes a short

walk along the Lake Ontario beach front 'secret sidewalk' by beautiful lakeside homes. A 13.6-mile ride on paved trails and roads.

Corn Hill Neighborhood. August 11. Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Bike on the Genesee Riverway Trail and explore the Corn Hill neighborhood to view the many historic and stately homes. A 10-mile ride on paved trails and City roads.

Maplewood Neighborhood. August 18. Meet at the Rose Garden parking lot, Lake Ave. & Driving Park Ave. 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 El Camino Trail and the Rochester Gas & Electric Middle Falls Dam Trail Bridge. A 9-mile ride on a paved trails and city roads with a few moderate hills.

Erie Canal Genesee Valley Park to Brighton Town Park. August 25. Meet at the Genesee Valley Park pool parking lot, 131 Elmwood Ave. Bike

on the Genesee Riverway Trail and the Erie Canal Trail east to Brighton Town Park. View the University of Rochester Campus, Empire State College Campus and Genesee Valley Park. An 8.5-mile ride on paved trails.



MAY IS NATIONAL BIKE MONTH!

Hop on your bike, enjoy the smell of fresh air and lilacs, and experience the freedom of exploring our community on two wheels. The City of Rochester will help to launch the 2015 summer biking season with Bike Week. Highlights include:

Ride It: Art and Bicycles in Rochester. The Rochester Contemporary Art Center (RoCo), 137 East Ave., presents a diverse exploration of bicycle culture, history, advocacy and creativity in the Rochester Region including photography, graphic artworks, paintings, historical displays and short films.

- **First Friday Ride It Reception**
Friday, May 1, 6-10 p.m.
- **Bicycle Tour of Public Art**
Sunday, May 3, 1 p.m. Meet at RoCo.

Bike to the Rochester Public Market. Saturday, May 2, 9 a.m.-12 p.m. Show your helmet at the table near the

covered bike parking area to receive a free market bag and be entered into a raffle.

The 3rd Annual Rochester Bicycle Film Festival. Two evenings of films in conjunction with RoCo's Ride It exhibition. www.facebook.com/rochesterbikefilm.

- **Breaking Away.** Tuesday, May 12 at 7 p.m.
Cinema Theatre, 957 S. Clinton Ave.
- **The Triplets of Belville.** Wednesday, May 13 at 7 p.m.
The Little Theatre, 240 East Ave.

Ride for Missing Children. Friday, May 15.
www.active.com/east-rochester-ny/cycling/races/ride-for-missing-children-rochester-2015

Bike Safety at the Rochester Public Market. Saturday, May 16 from 9 a.m.-1 p.m. Learn about bike safety and enter to win a free bike helmet.

Bike to the Food Truck Rodeo. Wednesday, May 27, 5-9 p.m.

FREE

MVP Health Care

Thursday History and Nature Walks



Thursday evening walks will highlight the historical and natural wonders of the city of Rochester. Walks last approximately 90 minutes, so grab your comfortable footwear.



Thursdays, 6 p.m., June 4 through August 20, 2015

Washington Square Park. June 4. Meet at the Soldiers and Sailors Monument, 181 S. Clinton Ave. Learn about this monument and visit the nearby St. Mary's and First Universalist churches. Geva Theatre, which was formerly an armory and convention center, is at the south end of the park.

Washington Grove. June 11. Meet at the top of Reservoir Rd. off Highland Ave. by the pines. Learn about Washington Grove's old growth forest, its underlying geology, and the restoration projects underway to preserve its majestic appearance.

Lower and Middle Falls. June 18. Meet in upper Maplewood Park near the Rose Garden (opposite the Maplewood YMCA on Driving Park). Explore both Upper and Lower Falls, and learn about the history of the forgotten sites of Carthage and McCrackenville.

Historic Genesee Valley Park. June 25. Meet in the south end of the park at the dead end of Hawthorne Dr., close to the East River Rd. entrance. Genesee Valley Park was

designed by Frederick Law Olmsted, and is the junction of a multitude of trails, bike paths and waterways.

The Rochester Aqueduct. July 9. Meet on the steps of the Rundel Public Library building on South Ave. Learn about the aqueduct, the Genesee River in the Downtown area and visit the site of Ebenezer Allan's 1789 mill.

The One Hundred Acre Plot. July 16. Meet on the NE corner of Broad and Exchange Sts. at the west end of the Rochester Aqueduct. Rochester sprang from this 100 acre plot. Learn the history of this plot, and the significance of the architecture of this area.

El Camino Trail. July 23. Meet at the corner of Clifford Ave. and Conkey Ave. for a hike to the Seneca Park Zoo and back. This urban trail, initiated by the Genesee Land Trust, follows the former railroad bed through residential and commercial districts.

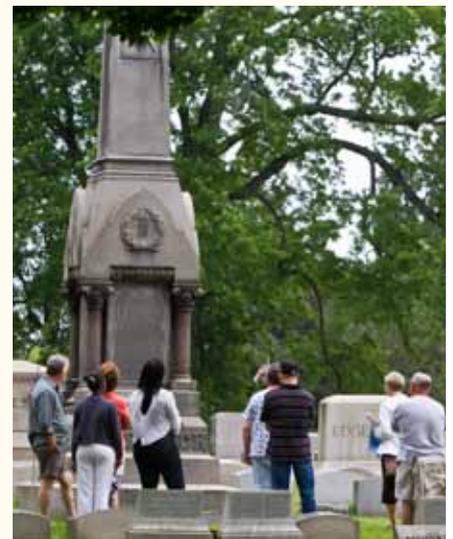
Washington Grove. July 30. Meet at the top of Reservoir Rd. off Highland Ave. by the pines. Learn how invasive plants, insects and climate change may impact our area forests and how the city and Friends of Washington Grove are working to protect and preserve the unique landscape of the grove.

Corn Hill. August 6. Meet at Ralph Avery Mall located at the

intersection of Frederick Douglass St. and Adams St. Explore the early days of the Corn Hill Arts Festival and the rejuvenation of the Old Third Ward.

Mt. Hope Cemetery. August 13. Meet at the Cemetery Office at South Entrance, Mount Hope Ave. opposite the Distillery Restaurant. Explore the oldest municipally-maintained Victorian cemetery in the United States, including stops at many grave sites of prominent Rochesterians. Please be prepared for hilly terrain.

Downtown Heritage Trail. August 20. Meet on the north terrace outside of the Central Library's Rundel Memorial Building, on the corner of Broad St. and South Ave. Explore the Rochester Heritage Trail, from the Genesee River west to the Susan B. Anthony Historic District.





What's Happening at the Market?

Greatest Community Garage Sales and Super Fleas at the Market

Sundays, 8 a.m.-2 p.m.

June 14, 21, 28; July 5, 12, 19, 26;
Aug. 2, 9, 16, 23, 30; Sept. 13, 27;
Oct. 4, 11 and 18

Flavors of Rochester at the Market

Saturdays, 10 a.m.-12 p.m.

May to Sept., outside the Market Office

Food Truck Rodeo

Wednesdays, 5-9 p.m.

May 27, June 24, July 29, Aug. 26,
Sept. 30, and Oct. 28

Rochester Craft Cocktail Revival

Friday, May 8, 4:30-9 p.m.

Flower City Days at the Market

Sundays, 8 a.m.-2 p.m., May 10, 17, 24,
31, June 7 and Memorial Day Weekend
Fri., May 22 & Mon., May 25

Bands on the Bricks

Fridays, 6-10 p.m., July 10, 17, 24, 31
and Aug. 7

Gospel Jubilee

Sunday, July 26, 4-7 p.m.

Flour City Brewers Fest

Friday, Aug. 21, 6-9 p.m.

Medicine at the Market

*Free health screenings for
men and women*

Saturday, Sept. 12, 9 a.m.-1 p.m.

Artist Row

Sunday, Sept. 20, 10 a.m.-4 p.m.

Foodlink Festival of Food

Monday, Sept. 21, 6-9 p.m.

Holidays at the Market

Sundays, 9 am-3 p.m.

Nov. 29, Dec. 6 and 13

Market Days, 52 Weeks a Year!

Tuesdays and Thursdays,
6 a.m.-1 p.m. and
Saturdays, 5 a.m.-3 p.m.

Rochester Public Market 280 N. Union Street

Vendor inquiries call (585) 428-6907

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

Outside the city call 585-428-5990



ON THE WATER



Monday-Saturday, Beginning April 14: **Adult Rowing Classes.** Genesee Waterways Center (149 Elmwood Ave.) programs are open to anyone 18 and over. On-the-water sweep and sculling programs for beginners, recreational, intermediate and competitive athletes are held throughout the spring, summer and fall. Join the hundreds of people who row with Genesee Waterways Center. www.geneseewaterways.org

Memorial Day Weekend.

Kayak and canoe rentals open for the season at the Genesee Waterways Center. www.geneseewaterways.org.

Annual National Learn to Row Day.

Saturday, June 6, 10 a.m.-3 p.m. Adults and kids ages 14 and older are invited to come out and experience the joy of rowing. Brought to you by the Genesee Waterways Center and sponsored by USRowing and Concept2, at the Pittsford Indoor Rowing Center and the Genesee Waterways Center. www.geneseewaterways.org.

Youth Whitewater Kayaking Clinics.

Monday-Friday, beginning June 29. The Genesee Waterways Center's Lock 32 Whitewater Park, 2797 Clover St. Summer clinics teach kids and teens to excel in one of the fastest growing water sports in the country. www.geneseewaterways.org.

Annual Armond Bassett Canoe and Kayak Race. Saturday, August 8. New York Marathon Canoe Racing, Inc. is an association of canoe racers, and race organizers that exists to improve and increase the activity of marathon canoe & kayak racing. Open to the public. Registration at www.geneseewaterways.org.

Annual GWC Lockapalooza.

Saturday, August 15. Lock 32 Whitewater Course, 2797 Clover St. Free kayaking instruction for participants, organized races and freestyle competition. 328-3960. www.lockapalooza.com.

18th Annual Rochester River Challenge. Saturday, September 19. Genesee Waterways Center in Genesee Valley Park. An inclusive community and Wounded Warrior Disabled Sports event celebrating 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. For more information or to register: www.adaptivecanoeing.org.

The Head of the Genesee Regatta.

October 3-4. A two-day event that offers rowing and sculling races for scholastic, collegiate, Masters and corporate crews. The regatta coincides with the City of Rochester's River Romance Weekend. Spectators welcomed. www.geneseewaterways.org.

City PARKS & NEIGHBORHOODS: A perfect backdrop for outdoor fitness

Pumpkins in the Park 5K & Kids Races: Benefits the Rochester Youth Sports Foundation, supporting sports opportunities for Rochester youth.

Saturday, October 31 at Cobb's Hill Park. USATF Certified 5K race begins at 9 a.m. Youth race at 9:45 a.m. Meet at Cobb's Hill Lake Riley Lodge, Norris Dr. off Culver Rd. Celebrate fitness with your family and friends while supporting city youth sports. Distances include quarter mile, half mile and mile. On-line preregistration at www.yellowjacketracing.com. Also visit: www.tjyouthsportsfoundation.org.

Other runs/walks:

Walk MS to benefit the National Multiple Sclerosis Society. Sunday, May 3. Genesee Valley Park, 10 a.m. start. 271-0801 or www.walknyr.nationalmssociety.org.

Pink Ribbon Run & Family Fitness Walk to benefit the Breast Cancer Coalition of Rochester. Sunday, May 10. Genesee Valley Park (new location), 9 a.m. start, 473-8177 or www.bccr.org.

Medved Lilac 10K & 5K Family Fun Run at Highland Park. Sunday, May 17. 5K begins at 8 a.m., 10K begins at 9:15 a.m. 248-3420 www.medvedrunwalk.com.

Great Strides Walk to benefit the Cystic Fibrosis Foundation. Sunday, May 17. Genesee Valley Park, 10 a.m. check-in, 11 a.m. start. (800) 344-4823 or www.cff.org

2nd Annual Northeast Family Fitness 5K Walk @ El Camino. Saturday, June 6. Conkey Corner Park, 9 a.m. to 1 p.m. Sponsored by Genesee Land Trust, Project HOPE, Conkey Cruisers, Group 14621 and the City of Rochester. www.geneseeandtrust.org/events-activities.aspx

12th Annual Stepping Out to Cure Scleroderma Walk. Saturday, June 6. The Greater Rochester Scleroderma Support Group & the Tri-State Chapter of the Scleroderma Foundation. Seneca Park Longhouse Shelter, 2222 St. Paul Blvd. Registration: 9 a.m. Walk: 10 a.m. 1-800-867-0885 or www.sclerodermatristate.org

Medved 5K to Cure ALS at Frontier Field. Sunday, June 21. 585-248-3420 www.medvedrunwalk.com

Jungle Jog 5K & Seneca Park Mile. Sunday, July 19. Lower Seneca Park and Seneca Park Zoo. 5K at 8:15 a.m., and Seneca Park Mile at 9:30 a.m. 336-7202 or www.senecazoo.org.

AIDS Red Ribbon 5 -Day Ride. Wednesday-Sunday, August 19-23. To benefit Trillium Health (formerly AIDS Care) efforts to help those infected and/or affected by HIV/AIDS. www.aidsredribbonride.org.

Summer Bike Cruise Along the El Camino. Thursday, August 27. Meet at Conkey Corner Park at 92 Conkey Avenue. Cruise on your bike with Conkey Cruiser's Captain, Theresa Bowick. Leisurely ride along the El Camino Trail from Conkey Corner Park to Lake Ontario.

8th Annual Ovarian and Gynecologic Cancer 5K. Sunday, September 20. Monroe Community College. 469-5727 or www.cancerwellnessconnections.com.

Walk to End Alzheimer's. Saturday, September 26. To benefit the Alzheimer's Association. Monroe Community Hospital, 9 a.m. registration. 760-5472 or www.alz.org/rochesterny.

George Eastman House Photo Finish 5K. Saturday, October 3. 271-3361 x291 or www.eastmanhouse.org.

Kidney Walk. Sunday, October 4. To benefit the National Kidney Foundation serving Upstate New York. Frontier Field. 697-0874 x30 or www.kidneywalk.org.



Run the Roc, Tri the Roc, Du the Roc: UNITY HEALTH SYSTEMS FLOWER CITY CHALLENGE PRESENTED BY FLEET FEET SPORTS

SMP Rochester River Challenge Duathlon & Paddle Triathlon. Saturday, April 25. Events for all fitness levels. www.FlowerCityChallenge.com. Genesee Waterways Center

Unity Health Systems Rochester Flower City Half Marathon and Wegmans Family 5K. Sunday, April 26. Be part of this fun family fitness event. Races start/finish at the War Memorial. www.FlowerCityChallenge.com



Flower City Garden Contest: The efforts of hundreds of dedicated city gardeners have been recognized over the past 20 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 several categories, including: 1) Best Use of Container Gardening, 2) Best Use of a Water Feature, 3) Best Educational Garden, 4) Best Community Enhancement Garden, 5) Best Wildlife/ Butterfly Habitat Garden, 6) Most Interesting Use of Art in the Garden, 7) Most Colorful Garden and 8) Best Urban Farm/Garden. To register your garden: www.cityofrochester.gov/gardencontest. Deadline for 2015: July 29.

KEEPING *Rochester* CLEAN AND GREEN!

Reforest Mount Hope. For 175 years, Mount Hope Cemetery has provided its visitors with a peaceful oasis set within an inspirational landscape. At the heart of this serene environment are majestic trees. Unfortunately, time and weather conditions have impacted the health of many of these aging trees and left them in need of replacement. Join the Reforest Mt. Hope program in its efforts to plant trees in the cemetery. To learn more: www.cityofrochester.gov/reforestmounthope

Second Saturdays at Mt. Hope. Join us every 2nd Saturday of the month, from May through October, between 9:00 a.m. and 12 p.m. Mount Hope Cemetery is a one-of-a kind environment that features extraordinary greenery, trees, and forest. Volunteer contributions allow the cemetery to maintain its high level of natural beauty. Individuals and groups are welcome! To learn more: www.cityofrochester.gov/mounthopevolunteer

Arbor Day. Friday, April 24, 10 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 residents. Join the City of Rochester and Monroe County in the 2015 Arbor Day celebration at Seneca Park, 2222 St. Paul Blvd. 428-6770.

Rochester Blossoms! Saturday, May 16. Thousands of flowers are planted throughout city parks and gardens during this city-wide volunteer effort. Interested in receiving plants for your neighborhood or community garden? Email Scotts@cityofrochester.gov or call 428-8820 for a registration form. **PRE-REGISTRATION REQUIRED** by Friday, May 10.

National Kids to Parks Day. Saturday, May 16. A national movement to connect youth with nature and provide them with opportunities to explore the natural environment in their own backyards. Consider taking the child in your life to a park in your neighborhood. Check out parktrust.org for fun ideas and activities to help explore one of Rochester's amazing parks!

Flower City Kids Picnic and Planting Day. Friday, June 5, 10 a.m.-2 p.m.

Ontario Beach Park. Thousands of Rochester students plant flowers started in their classrooms during a picnic at Ontario Beach Park. Interested in volunteering for the event? Call 428-8820 to sign up.

Perennial Swap. Saturday, June 13. 1 p.m.-2 p.m. In conjunction with the 25th Annual Maplewood Rose Festival. Bring labeled divisions, and extra seeds to share with fellow gardeners.

The 30th Annual International Coastal Cleanup. Saturday, September 19. 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, Ontario Beach Park, Seth Green Drive and others, call 428-8820.

Cornell Cooperative Extension of Monroe County

Look for the Master Gardeners' Annual Plant Sale during the Lilac Festival (May 9), and their Gathering of Gardeners' Symposium on September 12. For more information: monroe.cce.cornell.edu.

Questions about your garden? Contact the Garden Helpline, 473-5335, staffed by Master Gardeners: Apr. to Oct., Mon.-Fri., 9 a.m.-12 p.m. and Nov. to Mar., Mon.,Wed.,Fri., 9 a.m.-12 p.m.



Friends of Washington Grove Washington Grove is a 26-acre old growth oak-hickory forest on glacial terrain on the eastern edge of Cobb's Hill. Since 2009, dedicated volunteers from The Friends of Washington Grove have worked with the city to maintain the grove. New volunteers are always welcome!

Join The Friends of Washington Grove for a volunteer day:
Saturday, May 2, 9-11 a.m.
Thursday, May 14, 9-11 a.m.
Saturday, May 30, 9-11 a.m.
Saturday, June 13, 9-11 a.m.



Pretty Sweet: Sweet Beez is a Rochester-based beekeeping non-profit with a mission to educate city residents about the importance of honey bees. Through hands-on workshops, demonstration hives and advocacy efforts Sweet Beez is tackling the issue of declining honey bee populations on a local level. This year, Sweet Beez is partnering with several community gardens to host honey bee hives to help Rochester bloom! To learn more, visit: sweetbeez.org



**ROCHESTER
TWILIGHT
CRITERIUM**



Enter **THE TWILIGHT ZONE**

AUGUST 15TH 2015

World-Class Olympic Athletes, City Streets, Scary Fast...

Call 311 • www.cityofrochester.gov/crit

www.rochestercrit.com

Blieve.



City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council



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.



Do your part.
Reduce. Reuse. Recycle.



**Together we can
make a difference**

Our reusable bags are an easy way for you to join us in our efforts towards greater sustainability; find more ideas and info at wegmans.com.

Wegmans
wegmans.com



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 physical, mental and healthy activities!

Sponsorship: If your organization is interested in sponsoring Recreation on the Move, contact Jim Farr at farrj@cityofrochester.gov, or at 428-6755.

Learn More: Call 311, or contact Coordinator Shannon Grieve of the Bureau of Recreation at 428-6985.



Watch for Us!

www.cityofrochester.gov/reonthemove