



ter, as well as Rohrbach Brewing, Swiftwater Brewing, ROC Brewing, Three Heads Brewing and CB Craft Brewers.

In the Public Market District, you will find Black Button Distilling, the first small batch distillery to open in Rochester since prohibition. Black Button uses all-natural, 90% New York-sourced ingredients for its award-winning Straight Bourbon Whiskey, Citrus Forward Gin and Bespoke Bourbon Cream.



Arriving. Over the last few years, downtown Rochester has received over \$922 million in upgrades, including the impressive \$44 million, 9,500-square-foot Amtrak Station. Known as the Louise M. Slaughter Rochester Station, Slaughter, a former New York State Representative and resident of Rochester, helped raise money to complete the station's renovations. The new station - with its classic brick exterior, round-arch windows that flood the station with natural light and massive clock - took 15 years to plan and complete before it reopened in October 2017.

Celebrating. With 140+ annual festivals, Rochester could easily be nicknamed the Festival City, though its moniker is

the Flower City. Signature events include the annual Rochester Lilac Festival, home to the largest display of lilacs in North America; the Rochester International Jazz Festival, one of the top jazz festivals in the country; and the Key-Bank Rochester Fringe Festival, the third largest fringe festival in the country.

Recreating. One of the unique features of downtown Rochester is High Falls, a 96-foot waterfall on the Genesee River. Couple High Falls with the more than 12,000 acres of parkland in Monroe County, the Lake Ontario shoreline, hiking and biking paths along the Erie Canal and paddling on the Genesee River, and there is no shortage of natural wonders and outdoor recreational opportunities in Rochester.

Rochester also provides great entertainment for sports fans at a fraction of the cost. It's home to the American Hockey League's Rochester Americans and the National Lacrosse League's Rochester Knighthawks. In the summer, baseball fans can watch the Rochester Red Wings, the top minor league affiliate of the Minnesota Twins.

Rochester is an undiscovered treasure that has something for everyone!

DO IT BY TRAIN! Take Amtrak to Rochester Station (ROC). Don't forget to use Amtrak's **SEE NEW YORK AND SAVE!** 15% discount!

Lyft, Uber, taxis or Regional Transit Center buses are available to connect to downtown attractions. Or Enterprise picks you up at ROC and takes you to your rental car. For Enterprise reservations or to arrange a pick-up, call Enterprise at their downtown Rochester location (585-423-2220). Discount code: NYTRAIN. **Discount code: NYTRAIN.**

