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**Friends of the GardenAerial Hosts Project Adventure of Boston, MA,
May 20th at 10 a.m.**

Testing the feasibility of an urban zip line in the Gorge at High Falls

May 19, 2014 (Rochester, N.Y.) - - Friends of the GardenAerial co-founders, Michael Philipson and Lewis Stess, often refer to Rochester's greatest, under-utilized asset – the city's 96-foot-high High Falls, one of the highest urban waterfalls in the United States and situated in a shale canyon in the middle of a city. On May 20th at 10 a.m., Friends of the GardenAerial Co-Founder, Michael Philipson will host Wayne Berger of Project Adventure to study the feasibility of installing an urban zip line that would be located in or across the Gorge at High Falls. The idea is in an effort to bolster tourism in Rochester and High Falls, as well as create awareness for and utilization of the Gorge as a one-of-a-kind visitor attraction and educational resource.

“Friends of the GardenAerial envisions utilizing all the riches High Falls has to offer. An urban zip line would create jobs, promote activity and entertainment downtown, and bring renewed interest and attention to the beauty of our natural landscape and our 96-foot-high waterfall – all of this drawing visitors and Rochester residents into High Falls and the downtown core,” said Michael Philipson, Co-Founder of Friends of the GardenAerial and Greentopia.

“Additionally, this proposed project would create what we believe will be the longest, highest and most spectacular urban zip line in the United States.”

On May 29, 2013 Friends of the GardenAerial announced the acquisition of the historic 28,478 square-foot property known as 275 St. Paul Street, a parcel that contains the landmark Rochester Gas & Electric Hydro Power Station #4 – the oldest existing hydropower station in Rochester – as well as river pylons and the

rock escarpment over which the Genesee River flows, creating the 96-foot-high cascade known as High Falls.

[Don's quote via phone]

“Visit Rochester fully supports this project as we believe the bungee venture would be the only urban zip line in the country, attracting visitors and locals into the City of Rochester,” Don Jeffries, President and CEO, Visit Rochester.

Through an innovative public-private partnership model, The GardenAerial Project seeks to preserve and return access and enjoyment of the Genesee waterfront at High Falls back to the community. It also advocates for and promotes the sustainable and sensitive development of lands and infrastructure in the Middle Gorge region of the Genesee.

“The GardenAerial project is not only a catalyst for increased momentum for and attention to one of the most important natural assets of Rochester, but is also a force for positive change and renewal in the Middle Gorge of the Genesee. We strive to continually celebrate and preserve the beauty in and around the iconic falls and gorge for all to enjoy,” says Lewis Stess, Co-Founder of the Friends of the GardenAerial and Greentopia.

“This new form of engagement with the river and High Falls will be an exciting opportunity for our city and visitors,” says Michael Philipson.

For more information on this project or on Friends of the GardenAerial, please visit: gardenaerial.org

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