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MEDIA ADVISORY/PHOTO OPPORTUNITY

The Siegel Landing Commemorative Project Unveiling
The First Commemorative Space of Its Kind in Delaware Park

WHO: Buffalo Olmsted Parks Conservancy
Mr. Herb Siegel and Mr. Aaron Siegel of the Herb and Aaron Siegel Foundation
Joel Feroletto, Delaware District Councilmember
Anthony Masiello, Siegel Landing supporter, former Mayor of the City of Buffalo, current
President of Masiello, Martucci, Calabrese and Associates
Several Distinguished Donors, Dignitaries and Guests

WHAT: Unveiling of the Siegel Landing commemorative project and announcement of a special
upcoming tribute to Ralph C. Wilson, Jr. in honor of his 100th Birthday.

WHEN: Wednesday, June 13, 2018, 3:00 p.m.

WHERE: The Siegel Landing at Hoyt Lake in Delaware Park, 199 Lincoln Parkway.
*In case of inclement weather the event will take place inside the Marcy Casino.
Parking is available on Lincoln Parkway.

WHY: The Siegel Landing restoration was conceived by Herb Siegel, an attorney and
philanthropist who founded and served as managing partner of the former Siegel
Kelleher & Kahn LLP, has been a supporter of the Conservancy since 1999, including
serving on the board from 2004 to 2010. The Siegel family has been longtime
supporters of the Olmsted Parks, with both Herb Siegel and his son, Aaron, serving on
the board of the Buffalo Olmsted Parks Conservancy. Now the family has taken the next
step to create the commemorative space including a \$300,000 gift for an endowment.

The Siegel Landing marks the historic bandstand and boat launch for Gala Water,
making the restoration of the Siegel Landing pavers a positive step in preserving
Buffalo's Olmsted Parks. Located at the Western Shore of Hoyt Lake in Delaware Park,
Siegel Landing is a 20-foot-by-40 feet area highlighted by two benches and a rectangular
base of pavers. The 1,000 stones surrounding the area are available for purchase and
inscription by other donors to support the space.

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About the Buffalo Olmsted Parks Conservancy:

The Buffalo Olmsted Parks Conservancy is the first nonprofit organization in the nation to manage and operate an entire urban park system that consists of 850 acres of beautifully designed historic parks, parkways and circles. Celebrating 150 years of Olmsted in Buffalo this year, the Buffalo Olmsted Parks Conservancy is a not-for-profit, membership-based, community organization whose mission is to promote, preserve, restore, enhance, and maintain the Frederick Law Olmsted-designed parks and parkways in the Greater Buffalo area for current and future generations. More than 2.5 million people use Buffalo's historic, award-winning Olmsted Park system annually for recreation, relaxation and rejuvenation. The parks were designed by America's first landscape architect, Frederick Law Olmsted more than 148 years ago. Basic maintenance of the parks has been greatly improved since the 2004 groundbreaking public-private agreement with the City of Buffalo and Erie County. Since that time, the Olmsted Parks Conservancy, now partnering with the City of Buffalo, has retained full responsibility for the management and care of these green spaces which are listed on the National and State Registers of Historic Places. Most recently, the American Planning Association recognized Delaware Park as one of the 2014 Great Places in America and The Guardian named the Olmsted Park System as one of the best park systems in the world. www.bfloparks.org

The Buffalo Olmsted Park System includes:

Six parks: Cazenovia Park in South Buffalo, Delaware Park in Delaware/Parkside District, Front Park at the Peace Bridge, Martin Luther King, Jr. Park at Fillmore Avenue, Riverside Park at Niagara and Tonawanda Street, and South Park at McKinley Parkway

Seven parkways: Bidwell, Chapin, Lincoln, McKinley, Porter, Red Jacket, and Richmond

Eight landscaped traffic circles: Agassiz, Colonial, Ferry, Gates, McClellan, McKinley, Soldiers, and Symphony