

## *World Canals Conference brings opportunity to Pittsford*

For the first time in history, Rochester will become host to the World Canals Conference (WCC) for the second time. Rochester is the only city who has hosted the conference twice – this is a true honor and tribute to our community. Some past host cities have included: Montreal, Canada; Dublin, Ireland; Liverpool, England; and Lille, France. Next year, the World Canals Conference will be hosted by The Netherlands.

The conference is an annual worldwide event that brings canal and waterway enthusiasts, professionals and scholars from around the world together, in one location, to learn about a variety of topics related to canals. These topics include: the protection of historic canals or features; revitalization of canal systems; harbor sites; canal trails and amenities; and much more. The conference is an opportunity for the host city to showcase their canal or waterway and its many achievements. The City of Rochester has seized this opportunity to offer a variety of activities for both WCC attendees and residents. If you are interested in finding out more about the conference and different events surrounding it, I encourage residents to visit [www.wccrochester.org](http://www.wccrochester.org).

The Town of Pittsford is also excited for the opportunity the conference will bring. On September 22, the Town and Village of Pittsford will host over 60 guests from the World Canal Conference who will be touring Pittsford on a day trip. Our guests will have the opportunity to take a Sam Patch boat tour, participate in a walking tour of Pittsford led by Mayor Corby and myself or spend the day shopping along Main/State Street, Schoen Place and Northfield Commons.

To help welcome our guests, some village merchants have offered to extend different promotions. As an example, Via Girasole in Schoen Place will offer free olive oil and gourmet food tastings; Pittsford Wines will offer free wine tastings; and the Sam Patch will offer 25% discount on cruise tickets for that day only. All promotions will be offered all day long to guests, residents and those visiting the Pittsford. To find out which store is offering a promotion that day, look for a red balloon tied out in front of the store. A red balloon will signify a special promotion.

As always, the Town of Pittsford is looking forward to meeting our WCC guests and showing them all Pittsford has to offer. We are very proud of Pittsford and are eager to showcase our history, our merchants and the many wonderful ways that we utilize our location along the Erie Canal. If you have questions about this visit or the World Canals Conference in general, please feel free to contact me at [bcarpenter@townofpittsford.org](mailto:bcarpenter@townofpittsford.org).