



PRESS RELEASE



Inspiring curiosity
through exploration



Valuing nature's
wisdom

FOR IMMEDIATE RELEASE

GALA CELEBRATES 150th ANNIVERSARY OF BUFFALO SOCIETY OF NATURAL SCIENCES

Dr. Robert J. Genco and Mrs. Frances Doherty Genco co-chairing historical Sesquicentennial event

BUFFALO, NY (September 2, 2011) – Event co-chairs Dr. Robert J. Genco and Mrs. Frances Doherty Genco invite all to celebrate the Sesquicentennial anniversary of the **Buffalo Society of Natural Sciences** at the *150th Anniversary Gala*, presented by Turner Construction.

WHAT: 150th Anniversary Gala
for the Buffalo Society of Natural Sciences

WHERE: Buffalo Museum of Science, 1020 Humboldt Pkwy, Buffalo

WHEN: Saturday, October 1 6:30pm – 11:00pm

Since it was established in 1861, the Buffalo Society of Natural Sciences has provided a century and a half of science learning to the Buffalo Niagara region and beyond through its expansive collections and physical locations at the Buffalo Museum of Science and Tiff Nature Preserve. With the Society's anniversary approaching on December 6, 2011, the Buffalo Museum of Science is holding a black tie-optional Gala to commemorate the momentous occasion.



DR. ROBERT J. GENCO AND MRS. FRANCES DOHERTY GENCO

Gala guests will enjoy a sit-down dinner beneath a tent in Martin Luther King, Jr. Park catered by Magnolia Events, open bar and hors d'oeuvres, and expansive live, ticket and silent auctions featuring premium items such as a seven-night stay in St. Croix and a holiday package at Yosemite National Park.

Guests may also visit the museum's exhibits and galleries, including its special fall exhibit, *Journeys Into Papua*, featuring the PGT Black collection of South Pacific artifacts, one of the museum's signature anthropological collections.

Individual tickets are \$150 and may be purchased by September 23 by calling Erin at 716.896.5200 ext. 385. Tables of ten and sponsorship opportunities are also available.

The event is for adults 21 and over. All proceeds will benefit educational programming at the Buffalo Museum of Science and Tiff Nature Preserve.

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For more information visit www.sciencebuff.org. For tickets or a printed invitation call 716.896.5200 ext. 385

About Dr. Robert Genco and Mrs. Frances Doherty Genco

Mrs. Genco has been teaching and working in medical and dental research for many years and most recently was Vice President of Clinical Research at Pneuma Pharmaceuticals. Dr. Genco, a member of the Buffalo Society of Natural Sciences Board of Managers, is Vice Provost and Director of the Office of Science, Technology Transfer, and Economic Outreach (STOR) at the University at Buffalo. He is also a SUNY Distinguished Professor of Oral Biology, Microbiology, and Immunology at the University's School of Dental Medicine, and School of Medicine and Biomedical Sciences.

Both Dr. and Mrs. Genco have been involved in scientific research for many years and their interest and commitment to science led them to the Buffalo Museum of Science and its mission of *Inspiring curiosity through exploration* to the people of Western New York and Southern Ontario. Both share a strong desire to encourage students to consider a career in science.

About the Buffalo Society of Natural Sciences

The Buffalo Society of Natural Sciences is an AAM accredited organization operating the Buffalo Museum of Science and Tiff Nature Preserve. The Buffalo Museum of Science is a non-profit educational institution dedicated to the study and interpretation of the natural and physical sciences. Its extensive collections of over 700,000 specimens and artifacts represent all facets of the natural world with an emphasis on Western New York as well as man-made objects spanning the globe. The Museum also operates Tiff Nature Preserve in South Buffalo, a 264-acre urban wetland preserve on reclaimed former industrial land. For further information on the museum and its upcoming activities, call 716.896.5200 or visit www.sciencebuff.org.

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