For Immediate Release
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Genesee Country Village & Museum Opening Saturday, May 6, with new experiences, exhibits, and events for the whole family

Mumford, NY (April 24, 2023) – Genesee Country Village & Museum opens for the 2023 regular season on Saturday, May 6, welcoming visitors to step into the rich history and natural environment of NY State’s Genesee Valley Region. The largest living history museum in New York, and third largest in the US, GCV&M encompasses over 600 acres and includes 68 buildings in the Historic Village, an extensive collection of sporting art and historic clothing in the John L. Wehle Gallery, and over five miles of trails and habitats at the Nature Center. Visitors of all ages will find something of interest all year long – farm animals frolicking in the spring, heirloom gardens bursting into bloom in the summer, fall leaf-peeping and harvest, and winter ready-making. Click here to explore a full season of happenings at GCV&M: https://www.gcv.org/events/.

Opening Weekend (Saturday, May 6 & Sunday, May 7)

Costumed interpreters bring the 19th-century Historic Village to life, tending to farm animals, maintaining gardens, cooking over hearths in historic kitchens, and sharing their knowledge of 19th-century life with visitors. On opening day (Saturday, May 6) guests will find demonstrations of historic trades such as blacksmithing and coopering in the Village, heritage-breed farm animals grazing in the pioneer settlement, potters creating historically accurate one-of-a-kind pieces that can be purchased in the Flint Hill Store, the aroma of flowers and fruit trees blossoming in heirloom gardens and orchards, and more. Visitors on opening weekend can hike miles of trails at the Nature Center and explore a new exhibit in the John L. Wehle Gallery. Plus, enjoy a meal in the Depot Restaurant, or look over the Great Meadow with a historical craft beer at the Freight House Pub. Click here to learn more and purchase Opening Weekend tickets: https://www.gcv.org/event/opening-day-of-the-2023-season/

Mother’s Day and Mother’s Day Brunch

In celebration of Mother’s Day on Sunday, May 14, all Moms will receive free admission to GCV&M. The Museum will also hold a Mother’s Day Brunch on Sunday, May 14, with seating’s from 11 a.m. – 1:30 p.m. Guests can indulge in chef-inspired fare, mimosas, and more, before heading into the Historic Village to explore homes and gardens, learn about motherhood in the 19th century, and more. Plus, shop the Flint Hill Store or enjoy
lunch in the Depot Restaurant. Click here to learn more and purchase tickets (sold separately) for Mother’s Day and Mother’s Day Brunch: https://www.gcv.org/event/mothers-day-at-gcvm/

New for 2023: Becoming Gendered: Garment as Gender Artifact in the John L. Wehle Gallery

Opening to the public on Saturday, May 6, Genesee Country Village & Museum will present a thought-provoking new multi-media exhibit in the John L. Wehle Gallery exploring how 19th-century Americans performed and navigated a changing landscape of gendered fashion. Becoming Gendered: Garment as Gender Artifact pulls at the thread of how dress provides the world with visual cues to interpret identity. Historic fashion is complemented by historic imagery in the form of daguerreotypes, ambrotypes, tin types, cabinet cards, carte de visite, and early 20th-century photography. What it means to be a man or a woman, both, or neither, evolves across the decades. So too, do the garments that allow individuals to inhabit gender identities. The exhibit begs the question - do we make the clothing, or does the clothing makes us?

Curatorial talks and guest speakers throughout the 2023 season will further enrich the exhibit. Click here to learn more about Gallery talks and programs: https://www.gcv.org/the-john-l-wehle-gallery/curator-talks-and-tours/. The exhibit will run for the 2023 and 2024 seasons in the John L. Wehle Gallery at GCV&M, and was made possible with support from Trillium Health. Click here to learn more about the new exhibit: https://www.gcv.org/becoming-gendered-garment-as-gender-artifact/.

Special Events Coming up this Season

GCV&M is rolling out a full season of special events, including some returning favorites and some entirely new experiences in 2023. Collectors of vintage wares can browse and purchase quality antiques (plus handcrafted local goods with connections to 19th-century trades) at the Antiques & Artisans Show (May 13, Preview Party on May 12). Visitors will explore the impact of America’s greatest conflict on the Genesee Valley Region during Civil War Living History Weekend (May 20 & 21). Craft beer lovers can savor tastings and pints at History on Tap (June 2). The sounds of bagpipes will fill the air at the annual Celtic Faire (June 10 & 11). The Museum will bring to life celebrations of emancipation at Honoring Juneteenth (June 17). Families will gather to celebrate the nation’s birth at the Independence Day Celebration (July 4), and so much more. Details for upcoming special events and tickets can be found at www.gcv.org/events.

Historical Happenings Every Day

There’s something for everyone, every season, at Genesee Country Village & Museum. Visit in the spring to see historic kitchens utilizing freshly-grown goods and historic farmers demonstrating agricultural tasks in preparation for the season of plenty. Come in the summer to see heirloom gardens bursting to life and vintage base ball games in Silver Ball Park. Plan a trip in the fall to experience the glory of fall foliage around the Great
Meadow and the Village Square. And make sure to come back in the winter for cheerful special events and ready making for the cold months ahead. New stories told throughout the Village celebrate the diversity of life in 19th-century New York and celebrate the broad tapestry that is our shared history. Click here to explore weekly historic happenings at GCV&M: https://www.gcv.org/this-week-at-gcvm/.

**Food, Drink, and Shopping at GCV&M**

GCV&M is a destination for foodies and craft beer enthusiasts alike, with restaurant locations around the Museum grounds serving up chef-inspired fare. On tap at the Freight House Pub and Pavilion Garden Restaurant are Stocking Hill Ale and Fat Ox Ale, brewed by Rohrbach Brewing Co. reference historic recipes from the 19th century. Visitors will find samples of historic “receipts” (called recipes, today), around the Historic Village, and can shop authentic baked goods in the D.B. Munger & Co. Confectionery. Picnicking is also welcome at GCV&M. Visitors will find unique gifts, Museum apparel, treats, and village-made goods in the Flint Hill Store.

**Deals and Discounts**

GCV&M offers a number of deals and discounts to visitors throughout the season. Again in 2023, visitors who purchase their tickets online in advance will save on the cost of admission for regular daily visitation. Group rates are offered to parties of 12 or more when scheduled in advance. Wednesdays May through Labor Day are Senior Days, during which Museum visitors 62 years and older will get $10 admission. The Museum offers a $3 discount on general and special event admission rates for all military veterans and college students with a valid ID. GCV&M is also a Blue Star Museum, offering free daily admission (including special events) to the nation’s active-duty military personnel and their families, including National Guard and Reserves. GCV&M is excited to now be a member of the Museums For All initiative, which offers $3 per person daily admission to EBT cardholders and their families. Museum Members receive free daily admission during the regular season, as well as guaranteed access to special events, and more. Click here to learn more about becoming a Member: https://www.gcv.org/membership/

**Planning a Visit**

Genesee Country Village & Museum is open Wednesdays through Sundays, from 10 a.m. - 4 p.m. from May 6 through September 3, with reduced days of operation throughout September and October. The last day of the 2023 regular season will be Monday, October 9. Visitors are encouraged to purchase tickets online and advance and save – online tickets for daily admission are $18 for adults; $15 for seniors and students ages 13-18; $12 for youth ages 3-12; and free for Museum Members and children 2 and under. There will be an additional $1.50 charge for tickets purchased day-of and at the door. A full list of special events for 2023 can be explored at https://www.gcv.org/events/, and a schedule of daily historic happenings can be found here:
Photo 1: Genesee Country Village & Museum opens for the 2023 regular season on Saturday, May 6 – plan your visit today!


Photo 3: Visit GCV&M this spring to see heirloom gardens in bloom, costumed interpreters tending to farm animals, hearth fires roaring, historic trades in action, and so much more.

GCV&M is the largest living history museum in New York State with the largest collection of historic buildings in the Northeast. The Museum, with its Historic Village, John L. Wehle Gallery, vintage baseball park, and Nature Center, is located in Mumford, NY, 20 miles southwest of Rochester and 45 miles east of Buffalo. Visit www.gcv.org for more information.