

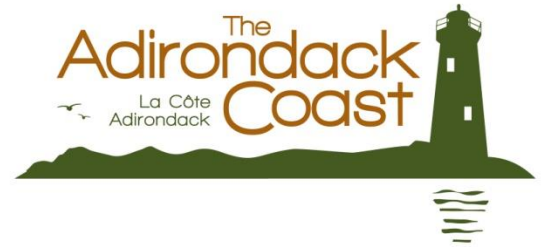
Press Release

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For Immediate Release

#AdirondackCoastChair Returns!

Campaign Encourages Visitors and Locals to Engage the Adirondack Coast on Social Media

Plattsburgh, NY– 5/31/2016 – The Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, is excited to announce the return of the #AdirondackCoastChair, which will travel throughout the area to various attractions and events from now until October. The Adirondack Coast Visitors Bureau will use social networking sites, like Facebook, Twitter and Instagram to promote the chair’s location from week to week, encouraging visitors to take pictures in the chair and post them on social media. The goal is for the chair to help increase traffic to the Adirondack Coast’s social networking sites, while promoting local attractions and events. Participants are urged to follow the Adirondack Coast on Instagram, Facebook and Twitter so the Adirondack Coast Visitors Bureau can see the #AdirondackCoastChair photos.

Decorated with an Adirondack Coast theme, SUNY Plattsburgh art student Robert Wolf designed the chair with an emphasis on the area’s many history, agriculture, and outdoor recreation opportunities. In this way, the #AdirondackCoastChair ties directly into the Destination Master Plan by prompting visitors to explore the entire community, spreading the word about the great experiences available here and reinforcing the Adirondack Coast brand.

Visitors should:

- Snag an Adirondack Coast themed prop (or a few!)
- Pop a squat in the chair
- Strike a pose and snap a pic
- Post that pic on Instagram, Facebook, or Twitter using #AdirondackCoastChair

Attractions the #AdirondackCoastChair will visit include:

- Miner Institute
- Champlain Wine Company
- Oval Craft Brewing
- The Alice T. Miner Museum
- Plattsburgh City Marina
- Rulfs Orchard
- City Hall
- The Strand Center Theatre
- Baggs’ Landing
- Plattsburgh City Beach

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- Elfs Farm Winery & Cider House
- Amazing Grace Vineyard
- Conroy's Organics
- Point Au Roche Lodge
- Clinton County Historical Association Museum
- Plattsburgh Farmers' Market
- Country Dreams Farm

Events the #AdirondackCoastChair will be appearing at include:

- Strides for James – May 14
- Destination Downtown – May 22
- Downtown Rising – June 10
- Rulfs Orchard Strawberry Festival & Farmers' Market – June 25
- 4th of July in Downtown Plattsburgh
- 39th Annual Mayor's Cup Regatta & Festival – July 7-10
- EVP Beach Volleyball Tournament – July 23
- Plattsburgh Brewfest – August 6
- Harvest Festival – August
- Bassmaster Open – September 21-23

To follow the #AdirondackCoastChair visit facebook.com/AdkCoast.

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About the Adirondack Coast Visitors Bureau

The Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, was established in 1994 as the official tourism promotion agency for the travel and tourism industry in Clinton County, NY. Based in Plattsburgh, NY, the Adirondack Coast Visitors Bureau contributes to the county's economic development and quality of life by promoting the region as a destination for leisure and group travel with a particular focus on history, agriculture and outdoor recreation including cycling, paddling, fishing, boating and skiing. For more information about Clinton County tourism, please contact the Adirondack Coast Visitors Bureau at 518.563.1000, visit goadirondack.com or log onto [Facebook.com/AdkCoast](https://facebook.com/AdkCoast).

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