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Press Release

Adirondack Coast Cuisine Trail Development Continues

Clinton County Agritourism Partners Discuss Next Steps in Creating Unique Agritourism Experience

Plattsburgh, NY – 4/1/2016 – The Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, held an informational meeting on March 31, 2016 from 4:30pm-6:30pm for all local farms, orchards, maple producers, farm to table restaurants, wineries, breweries, and other businesses in Clinton County interested in developing a Cuisine Trail and learning about how it could not only affect their businesses, but also the growth of our destination as a whole. The aim is to create a diverse, enthusiastic experience, inspiring return visits and lengthy stays on the Adirondack Coast.

Jay White, Cornell Cooperative Extension Board President, led the group in discussing the Governor's tourism initiatives, how they've been adapted for Essex County, and how these plans could be used as a model for Clinton County and its surrounding areas. During the meeting, Jay stated, "We want to bring together community members who embody the spirit of agriculture in the region and can help communicate that narrative to visitors." Attendees voiced their opinions and interests in moving forward with this Cuisine Trail initiative throughout the Adirondacks, with New York State designating a regional trail showcasing the unique products our many counties have to offer.

The Adirondack Coast Visitors Bureau is overjoyed about the development of this trail, which relates directly to the Destination Master Plan and its objectives regarding agritourism. It serves as another great resource to promote to visitors and to further our destination's growth.

A follow-up meeting has been scheduled among enthusiastic stakeholders. For further information on this initiative as it continues to gain momentum, contact Alyssa Senecal at 518.563.1000 or alyssa@northcountrychamber.com.

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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://www.facebook.com/AdkCoast).