

## Press Release

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### For Immediate Release

#### ***There's a Road for Every Cyclist along Lake Champlain's Adirondack Coast Adventurers and Sightseers Enjoy the Adirondack Coast's One-of-a-Kind Bike Trails***

**Plattsburgh, NY – 4/13/2016** – Life throws curves and climbs your way. And so does New York's Adirondack Coast on Lake Champlain. Here, we're all about outdoor recreation and the exciting risks and opportunities it presents. But we also believe every experience should allow for a balance between action and relaxation, providing moments of both intense challenge and quiet reflection. After all, leisure in and of itself can be pretty epic – especially when you're on a bike.

With Lake Champlain to our east and the Adirondack Mountains to our west, the Adirondack Coast boasts some of area's most competitively diverse terrain, offering low traffic and wide-shouldered roads – perfect for all ages and levels. With historic homes, friendly farms, and whimsical wineries scattered throughout, it's easy to see why the Adirondack Coast is considered the region's premier cycling destination.

Explore our popular attractions from a new perspective when you set out on our scenic bike routes. Linger along the water's edge and experience history, culture, and nature, or hop on a ferry toward Vermont's Green Mountains. Continue traveling the official Champlain Bikeway heading north, and you'll arrive in Montreal.

No matter where you choose to go – and at whatever speed – follow our trails through charming villages, shoreline campgrounds, and quiet rural roads. There are plenty of well-stocked bike shops nearby providing the equipment and repairs necessary to get you geared up for any adventure in your path.

To get this cycling season rolling, visit [goadirondack.com](http://goadirondack.com) for:

- Point-to-point rides, themed routes and loops geared for all skill levels, including the 350-mile loop around Lake Champlain and the Adirondack Coast's 33-mile Wine Trail
- Downloadable and printable maps
- Interactive maps via MapMyRide
- Travel deals and tools to plan a cycling vacation

For more information, visit [goadirondack.com/biking](http://goadirondack.com/biking) today!

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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](http://goadirondack.com) or log onto [Facebook.com/AdkCoast](https://www.facebook.com/AdkCoast).