



Press Release

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For Immediate Release:

**Adirondack Coast Highlights Anticipated 2016 Events
History, Agriculture, and Outdoor Recreation – Oh My!**

Plattsburgh, NY– 4/7/2016 – Journey to the Adirondack Coast any time of year, and you'll find family-friendly events and festivals amidst a spectacular setting on Lake Champlain. Reenactments bring local history to life, while unique events provide the perfect opportunity for new family traditions. Meanwhile, scenic outdoor activities deliver the thrill adventurers seek. Whatever your interests, you're sure to experience the joys of history, agriculture, and outdoor recreation when you attend any of the Adirondack Coast's upcoming events:

- **Plattsburgh Half Marathon** – On Sunday, May 1st, at the City of Plattsburgh Oval, the 6th Annual Plattsburgh Half Marathon kicks off! Runners and walkers alike travel 13.1 miles through the beautiful city of Plattsburgh. After participants finish the race, they can join the after-party on the base enjoying food, live music, and prizes.
- **Run for Wine 5K** – On Saturday, May 21st, head to Vesco Ridge Vineyard for the winery's 2nd Annual "Run for Wine" 5K! Afterwards, stick around for prizes, food, music, and – of course – drinks.
- **Destination Downtown** – From 12pm-4pm in the downtown City of Plattsburgh on Sunday, May 22nd, visitors can experience everything the area's urban hub has to offer in the way of shopping, dining, live entertainment, and more!
- **Downtown Rising** – Every Friday, from June to August, head to Trinity Park in Downtown Plattsburgh from 4pm-7pm. You'll find food trucks, hard cider, beer, art, and live entertainment. A great way to kick-off the weekend!
- **Museum Days** – On Saturday and Sunday, June 4th and 5th, participating museums and cultural centers along the Adirondack Coast open their doors to visitors looking to explore the area's dynamic history. For this weekend only, admission is free, including demonstrations, exhibits, hands-on activities, and much more.
- **Rulfs Orchard Strawberry Festival and Farmers' Market** – June 25th, from 11am-3pm at Rulfs Orchard, there'll be plenty of fun and entertainment for the whole family to enjoy including a strawberry pie eating contest, u-pick strawberries, interactive tours, music, a petting zoo, and the event's highly anticipated farmers' market, boasting the area's most sought-after agricultural products, wines, beers, ciders, arts and crafts, and more.

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- **4th of July Community Celebration** – This year’s festivities include the 2nd annual “Red, White & Blue Relay”, a parade, a mural unveiling, live music, and more for the whole family to enjoy!
- **Mayor’s Cup** – July 7th- 10th in downtown Plattsburgh, visitors can enjoy the city’s most time-honored summer tradition on Lake Champlain. The four-day celebration includes the Boat Parade of Lights, 38th annual regatta, live music, family arts activities, and a spectacular fireworks display.
- **Clinton County Fair** – July 9th – July 16th at the Clinton County Fairgrounds. The 69th annual fair will bring fun, games and entertainment to the region.
- **EVP Beach Volleyball Tournament** – The EVP Tour is taking over the Plattsburgh City Beach July 22nd – 23rd. This organization has been hosting beach volleyball events across the country since 1994. Enjoy an action-packed day at the beach and experience the thrill as these talented athletes compete.
- **FLW Walmart Tour** – June 23rd – 26th at Dock Street Landing in Plattsburgh, professional Bass fishermen flock to Lake Champlain to experience world-class fishing.
- **Michigan Festival** – Elfs Farm will host the 2nd annual Michigan Festival in early August, celebrating the Adirondack Coast’s famous meat sauce covered hotdog.
- **Plattsburgh Brewfest** – Saturday, August 6th at the Plattsburgh City Beach marks the 2nd Annual Plattsburgh Brewfest, featuring local and national craft beers, as well as hard cider. Enjoy intoxicating views of Lake Champlain while experiencing a true taste of the Adirondack Coast.
- **Battle of Plattsburgh Commemoration** – September 8th – 11th in downtown Plattsburgh, spectators and participants will come from near and far to join in a series of events commemorating Plattsburgh’s military history, industry, and culture, providing a unique glimpse at the community’s role during War of 1812. Enjoy re-enactments, an old-fashioned parade, craft demonstrations, fife and drum performances, concerts, lectures, and more as the entire downtown region is transported to another time.
- **Rockeater Adventure Race** – On September 17th, at Plattsburgh City Beach, participants will experience 5 kilometers of extreme obstacles, rough terrain, mud, and fire that will force them to run like their lives depend on it. Consumes are encouraged!
- **Bassmaster Open** – From September 21st – 23rd, join competitors on Dock Street at the Plattsburgh City Marina for the final event in the northern category of what is commonly called the “Super Bowl of Fishing.”

Looking to visit the Adirondack Coast? Check out goadirondack.com/events for the latest news!

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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).