

## Press Release

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### For Immediate Release:

**Cock-A-Doodle-Shoe continues to provide snowshoeing fun for the whole family  
4<sup>th</sup> annual 5K/10K snowshoe race takes place at Saranac's New Land Trust on January 15**

**Plattsburgh, NY– 1/10/2017** – This year's annual Cock-A-Doodle-Shoe 10K and Nicolas Pendl 5K / ½ Mile Kid's Snowshoe Scramble will take place on Sunday, January 15 at 236 Plumadore Road in Saranac, NY utilizing New Land Trust's 287 scenic acres of rolling trails.

All 10K participants are invited to compete for cash prizes and trophies in the male and female categories!

Registration will take place from 8:00 a.m. to 9:45 a.m. on the day of the event with fees as follows:

- Cock-A-Doodle-Shoe 10K, \$25 per person
- 5K ½ Mile Kid's Snowshoe Scramble, \$5 per person

Fee includes a t-shirt (guaranteed to those who pre-registered before December 27, 2016), merchandise raffle eligibility and post-race refreshments. Races begin promptly at 10:00 a.m.

Event proceeds benefit The New Land Trust, a non-governmental, not-for-profit organization dedicated to developing and sustaining the property for health of the environment and the enjoyment of the public. For more information visit [cockadoodleshoe.com](http://cockadoodleshoe.com).

On the Adirondack Coast, Nordic skiers and snowshoers enjoy an extensive network of trails, both groomed and natural, in their choice of park or mountain settings. With miles and miles of trails all visitors, whether experts to the beginners, can embrace their inner outdoor recreation enthusiast.

For more information on Nordic skiing and snowshoeing on the Adirondack Coast visit [godirondack.com](http://godirondack.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](http://goadirondack.com) or log onto [Facebook.com/AdkCoast](https://www.facebook.com/AdkCoast).