

Press Release



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For Immediate Release

FLW Returns to the Adirondack Coast with largest tournament in Northern division *FLW Costa Series sets sign-up records on New York side of Lake Champlain June 22-24*

Plattsburgh, NY – 6/21/2017 – The Adirondack Coast Visitors Bureau and the City of Plattsburgh excitedly welcome over 400 pros and co-anglers to the 3-day FLW Costa Series at the Plattsburgh City Marina, kicking off on Thursday, June 22nd bright and early at 6:30 a.m.! This is the second event in the #ADKCoastProBass17 season and the largest tournament the FLW has seen in its Northern division.

Competition is sure to heat up on Thursday as participants battle it out on Lake Champlain's waters, reeling in impressive catches in the hopes of scoring the top award of \$46,000 in cash and a new Ranger Z518C boat with a 200-horsepower Evinrude outboard! Weigh-ins for the FLW Costa Series will be held at the Plattsburgh City Marina daily starting at 2:30 p.m. Spectators are welcome, so don't miss your chance to "catch the excitement"!

On Saturday, June 24th, the FLW Foundation will host a kids' fishing tournament at the marina from 12 p.m. to 2 p.m. Registration begins at 11 a.m., and is open to participants of all abilities ages 18 and under.

The Adirondack Coast Visitors Bureau's *2015 Economic Impact Study: Pro Bass Fishing Tournaments* revealed that annual fishing tournaments on the Plattsburgh, NY side of Lake Champlain bring in roughly \$2.1 million to the local economy, with anglers taking advantage of our many lodging, dining, and fuel facilities. *Bassmaster Magazine* even named Lake Champlain one of the "Top 100 Best Bass Fishing Lakes in the U.S.", attracting roughly 2,000 anglers from across the globe. The Adirondack Coast Visitors Bureau will be updating this study in 2017.

Bass fishing season on the Adirondack Coast continues with the following events:

2017 Tournament Dates

June 22-24: FLW Costa Series
July 22: Northern Bass Open
July 27-30: Bassmaster Elite Series
August 26: Collegiate Cup Challenge

Interested in learning more about any of these upcoming fishing tournaments? Visit goadirondack.com/bass.

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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).