

Press Release

For More Information Contact:

Alina Walentowicz
Public Relations & Content Specialist
518.563.1000
alina@northcountrychamber.com



For Immediate Release

Press Conference at City Beach Introduces First SUMMER FEST Event on Lake Champlain Visitors Bureau and the City Announce Combined Summer Fishing and Jet Skiing Event in Plattsburgh

Plattsburgh, NY – 5/11/2017 – This morning, the Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, held a joint press conference with the City of Plattsburgh at the Plattsburgh City Beach announcing the area’s very first Summer Fest event on Lake Champlain.

Speakers included: City of Plattsburgh Mayor Colin Read, Adirondack Coast Visitors Bureau Director of Tourism Kristy Kennedy, and East Coast Watercross Event Organizer Christopher Yates.

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 the Economic Impact Study in 2017.

This year’s tournament lineup includes new events, returning annual events, and a revival of tours seen throughout the years.

2017 Tournament Dates

- June 10: *Ram Open Series*
- June 22-24: *FLW Costa Series*
- July 22: *Northern Bass Open*
- July 27-30: *Bassmaster Elite Series*
- August 26: *Collegiate Cup Challenge*

Local anglers, like Ryan Latinville and Brett Carnwright, have successfully competed in these lucrative tournaments alongside visitors, seeing first-hand the economic impact participants have on area businesses, as well as the vibrancy the tours create within in our community.

-more-

Bassmaster Elite Series

Returning to the western shores of Lake Champlain from July 27-30 for the first time since 2010, the Bassmaster Elite Series gives top-performing anglers the opportunity to compete for \$100,000 and a shot at the 2018 Geico Bassmaster Classic, along with the title of “Top Angler”.

With the Elite Series comes Bassmaster’s Outdoors Expo July 29-30 from 12 p.m. to 4 p.m., featuring free giveaways, local vendors, and outdoor activities for spectators and participants of all ages.

East Coast Watercross

The fun doesn’t end with the Bassmaster Elite Series and Outdoors Expo! Jet skiers will soar across Lake Champlain when East Coast Watercross hits the beach from 11:30 a.m. to 4 p.m. July 29-30.

Offering a variety of class levels, ages 8 and up can compete in an action-packed race around a 30-buoy course, providing entertainment and suspense for all spectators.

Event Organizer Christopher Yates commented, “We have the option to hold races in 13 states within our region and, as you can imagine, that allows for a lot of options both in lakes and on the ocean. However, most Cities simply do not have such a large public beach area to accommodate all the racers. Plattsburgh will not only be a perfect race location, but it will also be a great getaway for the hundreds of racers travelling from as far south as Florida. We are honored to help introduce these racers to the Adirondacks in the ‘real’ Upstate NY.”

Summer Fest ‘17

These two great outdoor recreation events will combine into one action-packed 2-day event we’re calling Summer Fest ‘17. With plenty of family-friendly activities for kids, it’s sure to be a good time for all ages!

Adirondack Coast Visitors Bureau Director of Tourism Kristy Kennedy says, “Each year we continue to see the economic benefits of these top-quality national and regional fishing tournaments. This year we saw an opportunity to grow this tourism experience by combining two fun-filled events right on the waters of Lake Champlain, providing an action-packed weekend for visitors and residents. We truly value our partnership with the City; they’re a tremendous help in pulling off an event of this size and caliber. We’re looking forward to an exciting and lucrative 2017 pro bass fishing season!”

The Visitors Bureau would like to thank City of Plattsburgh Mayor Colin Read and staff for the continued partnership between the City and the Visitors Bureau in hosting these annual pro bass fishing tournaments.

Want to be a vendor for this exciting first-time event? Visit goadirondack.com/summerfest to access our Vendor Sign-Up Form.

For more information regarding the Adirondack Coast’s 2017 pro bass fishing tournaments, check out goadirondack.com/bass.

###

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).