

Press Release

For More Information Contact:

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



For Immediate Release

4-Day Bassmaster Elite Series arrives on July 27th with Summer Fest '17 on the horizon *Pro bass fishing and jet skiing events combine at Plattsburgh City Beach July 29-30*

Plattsburgh, NY – 7/25/2017 – Continually listed among *Bassmaster Magazine's* top 100 bass fishing lakes in the United States, Lake Champlain has welcomed dozens of professional bass fishing tournaments to its waters and shores over the last 12 years. Now, in 2017, two exciting outdoor recreation events are coming to Lake Champlain July 29th and 30th combining to create the Adirondack Coast's very first Summer Fest '17!

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 11:30 a.m. to 4 p.m., featuring free giveaways, local vendors, and outdoor activities for spectators and participants of all ages.

Weigh-ins begin on Thursday, July 27 and Friday, July 28 at 3:15 p.m. at the Plattsburgh City Marina.

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 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. With plenty of family-friendly activities, it's sure to be a good time for all ages!

-more-

Schedule of Events

Saturday, July 29

6:15 a.m.	The Top 51 anglers launch for semifinals of the Bassmaster Elite at Lake Champlain presented by Dick Cepek Tires & Wheels at the Plattsburgh City Marina
11:00 a.m.	East Coast Watercross begins
11:30 a.m.	Summer Fest 2017 opens at Plattsburgh City Beach
12:30 p.m.	Watercross Freestyle
3:15 p.m.	Official semifinals weigh-in begins near Plattsburgh City Beach
5:15 p.m.	East Coast Watercross Awards Ceremony

Sunday, July 30

6:15 a.m.	The Top 12 anglers launch for the final day of the Bassmaster Elite at Lake Champlain presented by Dick Cepek Tires & Wheels at the Plattsburgh City Marina
11:00 a.m.	East Coast Watercross begins
11:30 a.m.	Summer Fest 2017 opens at Plattsburgh City Beach
12:30 p.m.	Watercross Freestyle
3:15 p.m.	Official final weigh-in for the 2017 Bassmaster Elite at Lake Champlain presented by Dick Cepek Tires & Wheels begins near Plattsburgh City Beach

Activities include:

- East Coast Watercross
- Meet-and-greet autograph and photograph sessions with celebrity Elite pros
- FREE kids activities
- GoPro area to try out their newest products and accessories
- Huk Performance Fishing merchandise trailer
- Power-Pole active displays
- BASSTrakk up-to-the-minute updates on your favorite pros on the water
- Free boat and motor demo ride from Skeeter, Yamaha, Nitro, Triton and Mercury
- Interactive Toyota displays including designing your own lure and a NASCAR videogame
- The Berkley experience trailer
- Food trucks
- Beverage vendors
- Pop up shops
- And more!

Visit goadirondack.com/summerfest for further details. 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).