



## Press Release

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### For Immediate Release

#### **2016 Walmart FLW Tour and FLW Outdoor Expo Make a Splash in Plattsburgh, NY June 23<sup>rd</sup> marks the beginning of an exciting, family-friendly bass fishing weekend on Lake Champlain**

**Plattsburgh, NY – 6/21/2016** – The Adirondack Coast Visitors Bureau welcomes the 3-day Walmart FLW Tour, kicking off this Thursday, June 23<sup>rd</sup> at the Plattsburgh City Marina at 6:30 a.m.

Congruent with the tour, the fun-filled, family-friendly FLW Expo will return for the first time since 2012 on Saturday and Sunday, June 25th and 26th from noon to 4 p.m. at the Crete Memorial Civic Center near the Plattsburgh City Beach, overlapping with the 18th Annual Great Adirondack Car Show, Craft Fair & Giant Garage Sale hosted by the North Country Chamber of Commerce on Saturday from 10 a.m. to 3 p.m.

The beach parking fee during this weekend is \$7 per car, and all expo activities are open to the public, meaning locals and visitors will have the chance to:

- Meet the anglers
- Participate in interactive games
- Explore the Walmart Kids Zone
- Win free giveaways
- Try out the latest outdoor products
- Sample food from local vendors
- And much more!

This prestigious and lucrative bass fishing tournament features ten events during which anglers compete for cash and prizes and valuable points helping them qualify for the Forrest Wood Cup, the world championship in bass fishing. Along with the glory of being crowned “grand champion”, the winner could take home as much as \$600,000!

Alyssa Senecal, Group Marketing Specialist for the Adirondack Coast Visitors Bureau, says, “Not only is the FLW Tour a great, competitive sporting event that takes advantage of one of the Adirondack Coast's

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most beautiful assets – Lake Champlain – but it also strives to create an environment that is family-friendly and fun for all. The FLW Outdoor Expo gets even non-anglers excited about this outdoor recreational activity!"

Thursday and Friday's weigh-ins will be held at the City Marina starting at 2:30 p.m. Saturday, and Sunday's final weigh-ins will be held outdoors at the Crete Memorial Civic Center, located at 4 Beach Road, beginning at 4 p.m.

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

#### **2016 Tournament Dates**

- June 23-26: Walmart FLW Tour
- August 6: Northern Bass Open
- August 13: NYTBF
- September 18: Collegiate Cup Challenge
- September 21-23: Bassmaster Open

Interested in learning more about any of these upcoming fishing tournaments? Visit [goadirondack.com/bass](http://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](http://goadirondack.com) or log onto [Facebook.com/AdkCoast](https://www.facebook.com/AdkCoast).