

## Media Alert

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## Press Advisory

### **Press Conference at City Beach Introduces SUMMER FEST '17 *Adirondack Coast Visitors Bureau and City of Plattsburgh Announce New Event on Lake Champlain***

**Plattsburgh, NY – 5/9/2017** – The Adirondack Coast Visitors Bureau and the City of Plattsburgh will host a joint press conference on Thursday, May 11th from 10 a.m. to 11 a.m. at the Plattsburgh City Beach announcing an exciting NEW EVENT taking over Lake Champlain's western shores this summer!

Media will also have the chance to learn more about the Adirondack Coast's 2017 pro bass fishing tournament lineup and the Economic Impact Study.

What is Summer Fest '17? Be one of the first to find out!

**WHAT:** Summer Fest '17 Press Conference  
**WHEN:** Thursday, May 11<sup>th</sup> from 10 a.m. to 11 a.m.  
**WHERE:** Plattsburgh City Beach, 4 Beach Rd, Plattsburgh, NY 12901 (**Rain location:** Crete Civic Center, 2 Beach Rd, Plattsburgh, NY 12901)

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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).