



## Press Release

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### For Immediate Release:

#### **Adirondack Coast Summer Life Centered on the Water**

#### ***Water Lovers Rejoice on the Adirondack Coast with Countless Bodies of Water and Endless Possibilities***

**Plattsburgh, NY– 3/23/2016** – During the warmest months of the year, water takes the spotlight – and how could it not? Lake Champlain reaches 120 miles north to south, boasting nearly 600 miles of glittering shoreline. Each year, visitors enjoy the region’s natural beauty, whether paddling and fishing on our thousands of rivers and streams, sailing and windsurfing on the open waters of Lake Champlain, or simply kicking back on our many beaches. How will you express your love for water on the Adirondack Coast this summer?

#### **Beaches**

You’ll find [our renowned beaches](#) stretching along Lake Champlain’s shores or tucked away at the edges of quiet rivers and mountain streams. Whether your swimming style involves exploring nature trails, jumping into volleyball games, or soaking up sun on the sand, you’ll experience mesmerizing views of the wondrous New York Adirondacks and Vermont’s mountains when you plan your beach getaway on the Adirondack Coast. Local favorites include the Plattsburgh City Beach and Ausable Point State Park.

#### **Paddling**

What better way to appreciate the Adirondack Coast’s beauty than from the seat of a canoe, kayak, or stand-up-paddleboard (SUP)? Three remarkable rivers -- Saranac, Ausable, and Great Chazy -- flow into giant Lake Champlain, offering a wide range of [paddling opportunities](#). Explore pristine wetlands, marshes, and mountain lakes, all offering a true wilderness experience. Make sure to check out Baggs’ Landing, where you can rent all the equipment you’ll need to head out on your exploration!

#### **Boating & Sailing**

As one of the top pleasure cruising lakes in the U.S., Lake Champlain offers boaters extraordinary views and attractions, like historic forts, charming lighthouses, and quiet beaches. Sailors favor our consistent winds and our naturally deep bays and inlets, which provide optimal anchorage and protection for overnight stays. There are also plenty of opportunities available for [boat rentals](#).

#### **Fishing**

Lake Champlain’s reputation as the best smallmouth fishery in North America continues grows stronger with each passing year. These deep waters don’t just harbor world-class bass; they’re also home to more than 80 different species of warm and cold water fish, including walleye, landlocked salmon, northern

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pike, and lake trout. The anglers who visit annually know there's more to fishing on the Adirondack Coast than just Lake Champlain. Many other lakes, rivers, streams, and ponds flow with fish and unlimited possibilities. Over 3,000 lakes and ponds and 30,000 miles of brooks and streams await you. In 2016, the Adirondack Coast will welcome two top [Pro Bass tournaments](#) to Lake Champlain – the FLW Tour and Bassmaster Open.

### **Windsurfing**

Wind and water join forces on Lake Champlain to conjure some of the best [inland windsurfing](#) in the East. A powerful south wind and more than 100 miles of fetch practically guarantee waves over four feet high – ideal for forwards, table tops, and rolls. Cumberland Bay in Plattsburgh and Ausable Point are popular destinations for this exciting pastime.

Plan your next Adirondack Coast water adventure today! You'll find all the information you need to get started at [goadirondack.com](http://goadirondack.com).

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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).