



Press Release

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For Immediate Release

Adirondack Coast Visitors Bureau Represented at Leading Sports-Event Conference Group Marketing Specialist Attends TEAMS '16 Conference & Expo in Atlantic City

Plattsburgh, NY – 9/29/2016 – The Adirondack Coast Visitors Bureau (ACVB), a division of the North Country Chamber of Commerce, is thrilled to have Group Marketing Specialist Alyssa Senecal attend the TEAMS '16 Conference & Expo in Atlantic City this week, September 26-29. This is where the ACVB first built its relationship with the EVP® Tour, which continues to benefit Adirondack Coast visitors and locals of all ages through annual volleyball tournaments held at the Plattsburgh City Beach on Lake Champlain.

Since 1998, TEAMS has attracted more than one thousand attendees each year, including CEOs, executive directors and event managers from sports organizations and convention bureaus, corporate sponsors, event suppliers and other leaders within the hospitality industry. In its 18th year, TEAMS continues to play a definitive role in shaping sports-event and appointment-based trade shows.

Alyssa will attend the conference with several scheduled appointments, including 20 one-on-one meetings with potential event planners, as well as numerous networking events and educational seminars. The goal of the conference is to welcome new recreational groups to experience world-class cycling, fishing, paddling and more on the Adirondack Coast. This year we will yet again distribute our "Sports Event Planner" filled with all the information organizers need to bring their event to the Adirondack Coast.

The ACVB is eager to continue creating and strengthening relationships within this industry in order to further grow our unique destination. For more information, please contact Alyssa Senecal by e-mail at alyssa@northcountrychamber.com or by phone at 518.563.1000.

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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 or log onto [Facebook.com/AdkCoast](https://www.facebook.com/AdkCoast).