

## Press Release

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### For Immediate Release

#### **Interest Continues to Grow for Adirondack Coast Road Biking *Picturesque Routes Draw Cycling Enthusiasts to the Champlain Valley***

**Plattsburgh, NY– 2/26/2013** – Since Velo Quebec visited the Adirondack Coast in 2010 word has been getting out on the area’s great road biking. Picturesque roads wind through miles of farmland connecting family-owned vineyards, orchards and maple sugar shacks. Historic towns steeped in early American history and quaint lakeside villages offer plenty of opportunity for rest and recreation along the way.

Quiet roads with wide shoulders stretch through some of the most gentle lakeside terrain and the steepest mountain climbs. Cyclists pedal past deep Adirondack lakes, soaring mountain peaks and through pristine wilderness without ever leaving the road. In 2010 Velo Quebec described the roads as “velvet” and interest in the area has increased since. The Adirondack Coast is now featured in many itineraries for cycling groups including Tour de l’Île and 2013 Tours by the Adventure Cycling Association.

Biking season typically kicks off in the spring, in May, when the snow is gone and the roads are clean. To get a bike adventure rolling cyclists can visit [goadirondack.com/biking](http://goadirondack.com/biking) for:

- Point-to-point rides, themed routes and loops geared for all skill levels including 350-mile loop around Lake Champlain and 33 mile Wine Trail
- Downloadable and printable maps
- Interactive maps via MapMyRide
- Travel deals and tools to plan your cycling vacation

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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).