

Press Release

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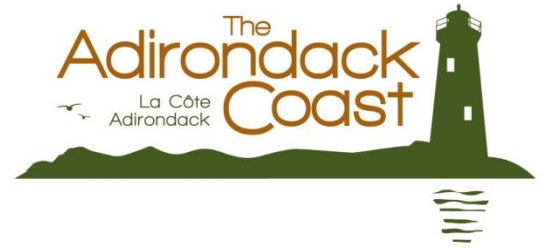
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For Immediate Release



Adirondack Coast Visitors Bureau Announces

The 2014 EVP Adirondack Coast Pro-AM in Plattsburgh, NY – July 26

Plattsburgh, NY – 11/5/2013 – The Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, along with the City of Plattsburgh are excited to announce the EVP Beach Volleyball Tour will be coming to the Adirondack Coast for the 2014 EVP Adirondack Coast Pro Am event on Saturday, July 26th. The national beach volleyball event will be held at Plattsburgh City Beach along the shores of Lake Champlain in the City of Plattsburgh, NY. Lake Champlain is a natural, freshwater lake in North America, located within the borders of the United States and situated across the Canada-United States border, near Quebec.

EVP Tour's commissioner, Ross Balling says "Adirondack Coast is a great summer vacation destination which offers our teams and fans many new travel opportunities. The beach volleyball venue is on the shores of Lake Champlain, so the weekend will be very memorable for all of our athletes."

"We are thrilled to welcome EVP Tour to Plattsburgh and the Adirondack Coast. We look forward to working with EVP staff and Athletes to organize and host a world-class event. The EVP Beach Volleyball tour is a tremendous way for the Visitors Bureau to showcase the region as well as bring quality events to the regions." Kristy Kennedy, Director of Tourism.

Steve Peters, Superintendent of Recreation for the City of Plattsburgh stated, "We are beyond excited to have the 2014 EVP Adirondack Coast Pro-Am tournament at the Plattsburgh City Beach. It is an outstanding addition to our 2014 calendar and we are looking forward to co-hosting it with the Adirondack Coast Visitors Bureau."

The EVP Tour has been hosting beach volleyball events since 1994 and encourages all athletes and their family members to come out for "a great day at the beach". You and your teammates may register for the tournaments at www.evptour.com or call 773-387-1198.

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If you would like to compete in one of the many divisions, you may register at www.evptour.com . A team fee of \$50 for Juniors (12U, 14U, 16U and 18U) and \$60.00 for amateur adult's teams is suggested while space is limited. Local Professional teams may apply on line to compete for the \$5,000 prize purse.

"We are very excited for another season of action," says Ross Balling, EVP Tour Commissioner, "There are extremely talented athletes competing on the Tour in 2014 and thousands of spectators are expected, both on location and via televised coverage.

BEACH VOLLEYBALL EVENT SCHEDULE

Friday - July 25

9-2pm Set up at the beach

2-4pm EVP Corporate Challenge

8-10pm Welcome athletes and fans party

Saturday – July 26

8:30 am First Pro Game to begin

8:45 am Amateur Teams check-in

10:00 am Women's Pro Match

11:00 am Serving Contest

12:10 pm Men's Pro Match & VIP Tent

1:00 pm EVP " Bump to the Buckets Contest"

1:10 pm Women's Pro Match

3:00 pm Men's Pro Match

4:00 pm Women's finals

5:00 pm Men's Finals

8:00 pm Post Party with Awards Ceremony

9:00 pm Event Photos at Post Party!

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About The EVP Tour

The EVP Tour has established a national pro-am volleyball attraction in ten key markets across the country from May through September. EVP has a national clearance with Beach Sports Network and will produce six, 30-minute TV shows, reaching over 60 million viewers in 40 states per airing. The Tour reaches and supports local and regional athletes, while EVP Network Members assist the tour's grassroots efforts by establishing young adult relationships that drive participation in tour events. For more information, please contact Ross Balling of the EVP Tour at rossballing@evptour.com. Please visit www.evptour.com.

About the Adirondack Coast

Stretching across the western shores of Lake Champlain in the shadow of New York's Adirondack Mountains, the Adirondack Coast offers unprecedented views, endless recreation and a central location. Lakeside villages, charming hamlets and the historic city of Plattsburgh dot the landscape never revealing Montreal – one of North America's most exciting cities – is just sixty miles away. Immerse yourself in the rich history of a young American nation or the deep waters of Lake Champlain. Lose yourself in the open spaces of the Adirondacks or the quiet confines of an Adirondack chair. Discover amazing treasures in a chasm millions of years old or a unique shop on the quaint streets of downtown. Here you can experience high adventure or total relaxation – often in the same afternoon – making us the ideal destination for your next vacation, conference or special event.

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).