

Press Release



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For Immediate Release

**Pro Bass Fishing Tournaments Return to Lake Champlain this Summer
Tournaments Bring Entertainment and Economic Benefits Starting June 14th**

Plattsburgh, NY – 1/29/2014 –This year the Adirondack Coast Visitors Bureau and the City of Plattsburgh will host six pro bass fishing tournaments on Lake Champlain, recently named one of the top 100 best bass fishing lakes in the United States by *Bassmaster* Magazine. Attracting roughly 2,000 anglers from around the globe, the pro bass fishing tournaments will get underway starting June 14th with the Bassmaster Weekend Series.

The 2014 pro bass tournament season includes:

June 14	Bassmaster Weekend Series
June 22	NYS Bass Federation
July 17-19	FLW Everstart Series
July 31 - August 2	Bassmaster Open Tournament
August 9	BFL Tournament
August 16	Northern Bass Tournament

Returning this year to Lake Champlain on the Adirondack Coast is the Bassmaster Open. Last here in 2010, the Bassmaster Open is a professional tournament put on by B.A.S.S., the world’s largest fishing organization. B.A.S.S. sanctions more than 20,000 tournaments worldwide through its federation including the Bassmaster Elite Series, Carhartt Bassmaster College Series, Cabela’s B.A.S.S. Nation events, the Bassmaster Classic and Bass Pro Shops Bassmaster Open Series. The Bassmaster Tournament Trail celebrates the spirit of competitive fishing and continues to set the standard for credibility, professionalism and sportsmanship as it has since 1968.

A 2012 economic impact study showed that the bass fishing tournaments bring \$8.2 million to the Adirondack Region annually. In addition to the economic impact of the tournaments, ongoing media exposure and recognition worldwide from outlets such as ESPN and the Versus Network, reaching 90 million and 61 million households respectively, increasing the potential for Clinton County, Lake Champlain and Plattsburgh to become synonymous with world-class fishing.

Full details can be found at goadirondack.com/bass.

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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).