

## Press Release

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### For Immediate Release:

## **Snow Covered Trails Bring Winter Bliss to the Adirondack Coast** ***Snowshoeing Competition to Heat up Winter***

**Plattsburgh, NY– 12/10/2015** – The Adirondack Coast offers winter enthusiasts an extensive network of trails, both groomed and natural, in both park and natural settings. Boasting more than 2,000 miles of hiking trails, traversing mountain peaks, winding through nature centers and along quiet forest paths. When the snow falls, these trails are transformed, offering incredible opportunities for cross country skiing and snowshoeing.

With miles and miles of trails the Adirondack Coast offers something for everyone from the expert to the beginner. In their winter form, local parks, beaches and nature centers, such as Point au Roche, Ausable Point, Lyon Mountain and New Land Trust offer wonderful opportunities to explore the shoreline or tree-lined routes. Long time summer favorites such as Ausable Chasm, High Falls Gorge and Natural Stone Bridge and Caves are open year round and offer unique snowshoeing experiences through their natural wonders.

Visit during the colder months and see why our favorite color is winter white. For more information on Nordic skiing and snowshoeing on the Adirondack Coast visit [goadirondack.com](http://goadirondack.com).

### **Cock-A-Doodle-Shoe**

Snowshoers looking to heat up their winter will find that the Cock-A-Doodle-Shoe will do just that. Sunday, January 17, 2016 DION Snowshoes presents the fourth annual Cock-A-Doodle-Shoe Snowshoe Race. The Cock-A-Doodle-Shoe offers a 5K, 10K and kids ½ mile scramble snowshoe race that makes use of the rolling trails covering most of New Land Trust's 287 scenic acres in Saranac, NY. The competition is open to participants of all levels with a cash prize for the overall male and female winners in the 10K race and a very unique trophy to the overall male and female winners in the 5K race. The entry fee for the race is \$15 (\$20 day-of) which gets you a t-shirt (only guaranteed to those who pre-register), merchandise raffle eligibility and post-race refreshments. Once again, families can now let the kids take part in the fun with the ½ mile Kids Snowshoe Scramble, a \$5 entry.

Proceeds from the event will benefit The New Land Trust, a non-governmental, not for profit organization dedicated to developing and sustaining their property for health of the environment and the enjoyment of the public. The Cock-A-Doodle-Shoe will begin promptly at 10:00am on Sunday, January 17 with registration from 8:00am-9:45am. For more information on The Cock-A-Doodle-Shoe visit [cockadoodleshoe.com](http://cockadoodleshoe.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).