

## Press Release

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### For Immediate Release

## **East Coast Watercross Tour is back on the Adirondack Coast *Jet skiers take on Lake Champlain at the Plattsburgh City Beach, July 28-29***

**Plattsburgh, NY – 7/16/2018** The East Coast Watercross Tour is back on the Adirondack Coast for its second year! Watch as jet skiers soar across Lake Champlain from 10 a.m. to 5 p.m. each day, July 28-29. Offering a variety of class levels, ages 8 and up, as well as amateurs, can compete in an action-packed race around a 30-buoy course, providing entertainment and suspense for all spectators.

If you really want to see some competition, come down to the Plattsburgh City beach at noon on Saturday July 28<sup>th</sup> to watch as the City of Plattsburgh's Mayor, Colin Read, gets out on Lake Champlain to take on a few of the more experienced racers during a special exhibition race! All for fun folks – although we hear the mayor has a need for speed.

New this year, the tour has launched their Bring a Friend program, where existing racers can bring “a newbie” to race in the tour. Newbie's pay the full entry fee, while the experienced racer gets to enter 1 class for the very discounted rate of \$1! Split the full fee with the newbie and you've saved yourself some money AND you've earned extra friend points! Contact [info@eastcoastwatercross.com](mailto:info@eastcoastwatercross.com) for more information about this deal.

Event Organizer Christopher Yates commented, "We have the option to hold races in 13 states within our region and, as you can imagine, that allows for a lot of options both in lakes and on the ocean. However, most Cities simply do not have such a large public beach area to accommodate all the racers. Plattsburgh is not only a perfect race location, but it is a great getaway for the hundreds of racers traveling from as far south as Florida. We are honored to help introduce these racers to the Adirondack Coast!"

The Dogfather Food Cart and Frosty Cow will also be on site serving up lunch and dessert, so grab your beach chairs and join us for 2 days of action on the Plattsburgh City Beach at the East Coast Watercross Tour, July 28-29 (beach admission rules do apply)!

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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 or visit our website,. Follow the Adirondack Coast on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).