

2010 Hailed as the 'Community Does Matter' Year for Mayor's Cup Festival

Plattsburgh, NY (February 15, 2010) – No one would have known better than the late Mayor John Ianelli that "community does matter" when he helped to launch the Mayor's Cup Regatta 33-years ago. Today, it is the largest – and most revered - sailing regatta on Lake Champlain, and continues as the signature event of one of the largest community festivals in northern New York, attracting competitors throughout the Northeast and Quebec.

In addition to the popular sailing regatta, the 3-day Mayor's Cup Festival brings a host of unique sporting and cultural events to northern New York, including a decorated boat parade and competition, spectacular fireworks over historic Lake Champlain, various music and arts venues, kids attractions and activities, a multi-cultural "see food" dining festival (but not necessarily "sea food"), a "see food" sculpture contest and canned food charity event, "see art" painted window contest, kayak race, bike ride, and much more.

The 2010 Mayor's Cup Festival begins at 5:00p on Thursday, July 8th, and continues through Saturday, July 10th. Music and cultural venues are being planned for Thursday, July 8, 5p-11p; Friday, July 9, 5p-11p; and Saturday, July 10, 10a-11p, at the monument, arts corridor, farmer's market, and waterfront park areas. The festival also includes the Fourth of July parade and fireworks events. Organizations interested in hosting their own festival venue are asked to submit an event request to the City of Plattsburgh for placement on the event calendar. Deadline is March 31, 2010.

Through a joint effort in a Mayor's Cup sponsorship partnership, the Plattsburgh Sunrise Rotary Club and the City of Plattsburgh offer a host of sponsor opportunities – from major event sponsorships to supporting sponsorships – available to businesses of all sizes, in amounts ranging from \$500 to \$5,000. To be included on marketing collateral, major event sponsor pledges must be received by the March 15, 2010 deadline. For more information on how you can sponsor an event or host your own event at the 2010 Mayor's Cup Festival, please contact the Mayor's Cup Sponsorship Partnership at (518) 563-7701.

It takes a whole community to grow a festival. In memory of the late Mayor Ianelli, co-founder of Mayor's Cup, let's make this our 'community does matter' year.

Regular updates to the Mayor's Cup Regatta and Festival will be available at www.cityofplattsburgh-ny.gov and www.mayorscup.com.

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Contact:

Gail Recore
Co-chair, Mayor's Cup Waterfront Committee
Sunrise Rotary Club of Plattsburgh
518.561.8790
publicrelations@mayorscup.com