

PRESS RELEASE:

Historic Sailing Regatta Highlights Lake Champlain Mayor's Cup Festival

Plattsburgh, New York (June 14, 2010) - Known as "the" sailing tradition of Lake Champlain, Mayor's Cup Regatta returns July 10 as the signature event of the popular 3-day summer festival in Plattsburgh. Attracting sailboats from throughout the northeast and Quebec, racers face a "no guts, no glory" competition known, since 1978, for its spirited fun and, sometimes, high-seas adventure. When skippers, who compete around the world, claim Lake Champlain as "sailing at its best," we know our waterfront treasure is no fools gold!

In honor of the late Mayor John Ianelli, co-founder of the Mayor's Cup Regatta, organizers will initiate a new "Spirit" Award in 2010, to be bestowed upon one individual – sailor or landlubber – who represents, in their own small way, a "community does matter" spirit... the same spirit that inspired our former Mayor, and empowers our community to thrive, not only on race day, but everyday.

Like Christmas in July, the most popular decorated boat competition on Lake Champlain is comprised of sailboats, power boats, kayaks, and yes, surfboards with lighted oars. The flotilla of the 4th annual Boat Parade of Lights will parade along the moonlit shore that beckons to Champy, the Lake Champlain monster, creating a festive – yet excitedly chilling - atmosphere on Plattsburgh's waterfront. In this "community does matter" year, boat owners and friends are invited to bring the spirit of Christmas to the Boat Parade of Lights on July 8th as rivals jockey to be the "best decorated boat on Lake Champlain."

The Mayor's Cup Festival offers an extensive, family-friendly lineup of landlubber events and attractions for kids of all ages. Everyone will enjoy the return of fireworks to downtown, music entertainment, arts, and multi-cultural dining experiences in this 3-day festival, July 8-10, at restaurants and outdoor venues located throughout downtown and on the waterfront. A complete Calendar of Events is available at www.mayorscup.com.

The arts community is getting "canned" with sculptures made from donated canned goods, all for the benefit of the food shelf. Help local schools and groups create monstrous sculptures by donating canned goods to the North Country Cultural Center for the Arts in downtown Plattsburgh now through July 7th, and watch your contribution grow into an incredible sculpture at one of the many downtown vantage points displaying the "see food" art during Mayor's Cup.

In addition, painted windows; "see" food – but not necessarily "sea" food dining experiences will be featured throughout downtown Plattsburgh. Kids' arts attractions, activities, and music are all part of the "See Art" cultural fun. A NCCCA "Jumpin' in July" party, Art Walk and the local farmers market round out the arts corridor venues.

Did you know?... all events offer sponsorship AND all funds raised through sponsorship and t-shirt sales go back into the community, either to fund the Mayor's Cup Regatta and Festival in its entirety, or to support other community projects and needy causes.

For More Information Contact:

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