

PRESS RELEASE:
MAYOR'S CUP BOAT PARADE FEATURES "CHRISTMAS IN JULY"
THEME

Plattsburgh, New York (June 22, 2010) The Plattsburgh waterfront will be like Christmas in July as the most popular decorated boat competition on Lake Champlain returns to the Mayor's Cup festival on July 8th. Comprised of sailboats, power boats, kayaks, and, believe it or not, wakeboards with lighted oars; the brightly lit flotilla of the 4th annual Mayor's Cup Boat Parade of Lights beckons friends and families to the shores of Plattsburgh's waterfront for "spirited" competition and fun.

Judging will take place at the Plattsburgh Boat Basin dock. Prizes will be awarded on Saturday, July 10th, 6:00p, at the Mayor's Cup Awards ceremony under the waterfront tent at the Naked Turtle. A BBQ precedes the awards ceremony from 4:00p-6:00p, and is open to the public. BBQ tickets may be purchased at the Mayor's Cup registration table until 4:00p on Saturday.

In this "Community Does Matter" year, boat owners are invited to bring the "spirit" of Christmas to the Boat Parade of Lights as rivals jockey to be the "best decorated boat on Lake Champlain." To enter a boat in the Boat Parade of Lights competition, go to www.mayorscup.com, or contact Jake DeSnyder at (518) 569-5595 or parade@mayorscup.com.

For More Information Contact:
Jake DeSnyder
Co-chair, Mayor's Cup Waterfront Committee
Sunrise Rotary Club of Plattsburgh
Parade@mayorscup.com
518-569-5595

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