

PRESS RELEASE  
ORGANIZERS SEEK CHAMPY FOR MAYOR'S CUP FESTIVAL

Plattsburgh, New York (June 24, 2010) Organizers of Mayor's Cup launched a "message in a bottle" into Lake Champlain last night in search of Champy. The message requests he make an appearance at this year's Mayor's Cup Festival on July 8-10, 2010.

In this "community does matter" year, Champy plays an integral role in our waterfront community on Lake Champlain. Believed to have lived for hundreds of years within the deep, dark waters of this historic lake, occasional sightings by unsuspecting fishermen and boaters has made Champy a regional celebrity. Champy, the Loch Ness monster of Lake Champlain, needs to raise his big green head from the depths and show our Lake community that he really does live amongst us.

This creature, thought to be a sturgeon, is yet to be accurately photographed and identified. The entire lake community - with cameras in hand - will maintain a steady vigil along the Plattsburgh shores and throughout downtown hoping to spot Champy during Mayor's Cup, July 8-10.

For more information on the 33rd Annual Mayor's Cup Regatta and Festival, please go to [www.mayorscup.com](http://www.mayorscup.com).

FOR MORE INFORMATION CONTACT:

Gail Recore  
Public Relations Coordinator  
Mayor's Cup Regatta and Festival  
[publicrelations@mayorscup.com](mailto:publicrelations@mayorscup.com)  
518.561.8790

# # #