

## **Sunrise Rotary announces the calendar of events for the July 9<sup>th</sup> Mayor's Cup Festival**

Plattsburgh, New York (June 21, 2022) – The Mayor's Cup Festival will be held on Saturday, July 9, 2022, at Plattsburgh's City Beach, the crown jewel of the Lake City, boasting one of the longest sandy beaches on freshwater in the U.S.

The one-day celebration will kick-off early with kayak rides and a 5K run/walk, and events are scheduled throughout the day for the whole family to enjoy including volleyball, sand sculpting, a cornhole tournament and much more. The band Damaged Goods will be performing live at the beach in the afternoon and Tammy's Lunch Box will be on site to add to the day's festivities.

Several years ago, the Sunrise Rotary Club took charge of re-inventing one of Plattsburgh's most cherished summer traditions and moved the Mayor's Cup Festival from Trinity Square in Plattsburgh to the City Beach. "The Mayor's Cup Festival & Regatta is about giving our community an opportunity to celebrate our Lake City and the majestic Lake Champlain, so hosting the Festival at the City Beach seemed like an obvious choice," said Sunrise Rotarian and Mayor's Cup Festival Chair Sue LeBlanc Durocher. "The response to the new Festival venue from the community, local service organizations and sponsors has been astonishing. Thanks in large part to our sponsor partners, this year we will have even more activities scheduled throughout the day. The complete schedule of events is still being developed but is available on [www.mayorscup.com](http://www.mayorscup.com)."

**FREE PARKING 7:30AM – 4:00PM COURTESY OF THE SUNRISE ROTARY CLUB AND THE CITY OF PLATTSBURGH**

### **Mayor's Cup Kayak Tour 8 AM (Arrive by 7:30 AM)**

Join Erin from the Town of Plattsburgh Recreation department on a beautiful Lake Champlain shoreline tour. Must pre-register by calling 518-562-6860, as there are a limited number of kayaks available. Participants who want to join with their own kayaks are welcome but still must pre-register. All ages and abilities are welcome. This event is a FREE event hosted by the Town Of Plattsburgh!

### **Mayor's Cup 5k Run/Walk 9:30 AM**

Sign-up for this beautiful 5k loop that takes you on a lovely wooded path that begins and ends right at the beach. **(fee)**

### **Kid's Fun Run 11:00AM**

FREE kid's fun run on the beach for various age groups.

### **Mayor's Cup Corn Hole Tournaments 10:00AM**

Sign-up for the expert tournament or the 'just for fun' tournament. **(fee)**

### **Volleyball Tournaments – Create a Team and Play for Fun**

The Plattsburgh City Beach has awesome professional nets in place at the beach and Sunrise Rotary is providing a couple of balls. Put together your own informal team of family and friends. No registration, no fee, just fun!

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**Live Music**

**1:00-5:00**

Enjoy live music from the legendary local band Damaged Goods.

**Sand Sculpture Contest- Sponsored by Lake Shore Pediatric Dentistry**

FREE registration begins at the beach at 10:30 and the contest takes place from 11:00-1:00.

Winners will be announced on stage at 2:00. The contest will be divided into five categories: groups under age 12; groups over age 12; groups of any age; family groups; and individual of any age.

**Children's Coloring Mural - Sponsored by Price Chopper/Market 32**

Kids can work together to color a nature/animal-themed mural and have an opportunity to appreciate nature while in a gorgeous outdoor environment!

**NCCI (North Country Center for Independence) Zen Space**

Get some shade, relax, and mingle with friends at the NCCI Zen Space.

**NAMI (National Alliance for Mental Illness) Gazebo**

Stop by the City Beach Gazebo and learn more about children's mental health. NAMI will also be giving away sand sculpture buckets with affirmations of "Hope".

**Why and How to Recycle**

Michelle Medina Bennett from the Plattsburgh Noon Rotary Club and staff from Casella will be on hand to share information on recycling best practices in our community.

**Lake Champlain Basin Program Aquatic Invasive Species Program**

Learn about aquatic invasive species and what we can do to help protect our beautiful natural resource.

**MLPBS - Help Your Child Learn & Grow**

Join Mountain Lake PBS at Mayor's Cup and take home family-friendly activities and children's books, become a member, and learn how to watch your favorite PBS shows on our Passport streaming service

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### **About the Mayor's Cup Regatta & Festival**

The Plattsburgh Sunrise Rotary Club is proud to host the 45th annual Mayor's Cup Regatta & Festival, Plattsburgh's most time-honored and highly anticipated summer tradition on Lake Champlain, on July 9, 2022. The Plattsburgh Sunrise Rotary Club hosts the Mayor's Cup Regatta & Festival as a way for our community to come together and celebrate summer in the North Country and to enjoy the beauty of the Champlain Valley and the majestic Lake Champlain. Proceeds from the sales of the highly popular Mayor's Cup T-shirts help Plattsburgh Sunrise Rotary support community-based projects, such as the Sunrise Rotary Pavilion at Wilcox Dock, and the Sunrise Rotary Gazebo at the Samuel D. Champlain monument. In fact, Sunrise Rotary raised over \$25,000 for the universally accessible Max Moore Memorial Treehouse on the Saranac River Trail in Plattsburgh.

### **Sponsor Support of Community Events is Critical**

The Plattsburgh Sunrise Rotary Club hosts the Mayor's Cup Regatta & Festival as a way for our community to come together and celebrate summer in the North Country and to enjoy the beauty of the Champlain Valley and the majestic Lake Champlain.

Sponsorship donations not only help to support the events throughout the day on July 9<sup>th</sup>, but, more importantly, donations help Sunrise Rotary support community-based projects such as the Sunrise Rotary Pavilion at Wilcox Dock and the Sunrise Rotary Gazebo at the Samuel D. Champlain monument. In fact, Sunrise Rotary raised over \$25,000 for the universally accessible Max Moore Memorial Treehouse on the Saranac River Trail in Plattsburgh. Some of the efforts Sunrise Rotary has supported more recently include the Outdoor Art projects as part of the revitalization of the City of Plattsburgh, and the club donated funds to provide specialized wheelchairs at the Plattsburgh City Beach. In addition, Sunrise Rotary provided funds to build a universally accessible boardwalk on the site of the LaPierre Lane Park, a spur on the planned Saranac River Trail Greenway in Morrisonville, that officially opened to the public in 2018.

We would like to thank all the organizations that have already offered to support the event this year, and others that are interested can go to [www.mayorscup.com](http://www.mayorscup.com) for more information. It would not be possible to host community events such as the Mayor's Cup Regatta & Festival without the generous support from organizations such as Price Chopper/Market32, Sunrise Rotary's Champlain Sponsor and longest-standing partner of the event.

### **About Sunrise Rotary**

To learn more about the Sunrise Rotary Club, the community projects the club has helped to develop and the organizations they support locally and around the world, please visit [www.plattsburghsunriserotary.org](http://www.plattsburghsunriserotary.org) or contact the club at [rotaryclub1982@gmail.com](mailto:rotaryclub1982@gmail.com).

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