

Sunrise Rotary announces the calendar of events for the July 8th Mayor's Cup Festival

Plattsburgh, New York (June 12, 2023) – The Mayor's Cup Festival will be held on Saturday, July 8, 2023, 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, kids' fun run and much more. The band Damaged Goods will be performing live at the beach in the afternoon and the City of Plattsburgh will be presenting a live concert on Saturday evening.

Sunrise Rotary gives new life to an iconic brand

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. "By all accounts, last year's Mayor's Cup Festival at the Plattsburgh City Beach was a huge success," said Sue LeBlanc-Durocher, Sunrise Rotary Festival Chair. "We had many great events throughout the day organized in large part with the help and support of our community partners. It was thrilling to see so many local families and friends enjoying one of our most beautiful natural resources, Lake Champlain. This year we are planning even more events, more live entertainment and having more food and beverage options onsite."

"The Mayor's Cup Regatta & Festival is Sunrise Rotary's signature annual community event and has become synonymous with a celebration of Lake Champlain," said Sunrise Rotary President-Elect Jim Snook. "Our Club is passionate about protecting our natural resources but also making them more accessible to the community. Donations from Mayor's Cup sponsors and proceeds from the sales of the Mayor's Cup t-shirts are critical to our Club's continued efforts to build and support projects like the Pavilion at Wilcox Dock, the Gazebo at the Samuel D. Champlain Park, the Max Moore Tree House at the SRT Trailhead and providing wheelchair accessibility to areas such as the Plattsburgh City Beach, Camp Tapawingo and the LaPierre Lane Park."

Mayor's Cup Invades the Strand with a Concert to Kick-off the Mayor's Cup Regatta & Festival Weekend

New this year, the Sunrise Rotary Club, in partnership with the Strand Center for the Arts and Plattsburgh Blues and Jazz, will kick-off the Mayor's Cup Regatta & Festival week-end with a concert at the Strand Theatre on Friday evening, July 7, 2023.

PLATTSBURGH SUNRISE ROTARY
PLATTSBURGH BLUES AND JAZZ
STRAND CENTER FOR THE ARTS

**MAYOR'S CUP
INVADERS THE STRAND**

FRIDAY JULY 7, 2023
SUGARAY RAYFORD
GRAMMY NOMINATED BEST CONTEMPORARY BLUES ALBUM
B.B. KING ENTERTAINER OF THE YEAR

OPENING ACT - URSA AND THE MAJOR KEY
20 ADVANCE/25 DOOR
TICKETS AT WWW.STRANDCENTER.ORG

PLATTSBURGH Blues & Jazz
STRAND CENTER

PLATTSBURGH MAYOR'S CUP

It's Not a Concert, It's a Party!!

The calendar of events is still being finalized. Go to www.mayorscup.com for the most up-to-date information. Note, some events involve advance registration.

FREE PARKING 7:30AM – 4:00PM

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. FREE

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

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

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 balls. Put together your own informal team of family and friends. No registration, no fee, just fun!

Live Music

1:00-5:00

Enjoy live music from the legendary local band Damaged Goods. FREE

Sand Castle and Sand Sculpture Contest- Sponsored by NAMI

The contest will be divided into three categories with prizes for each: children 12 and under; children 13 and over; and family groups. FREE

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! FREE

NCCI (North Country Center for Independence) Zen Space

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

MLPBS - Help Your Child Learn & Grow

MLPBS will host a family-friendly activity and will be giving away books to everyone who visits their table courtesy of the Hallock Giving Library.

Evening Live Music

Haley in the Water will perform Fleetwood Mac's Rumours. Presented by the City of Plattsburgh. FREE

Mayor's Cup Regatta

6 PM

Sailing races end at various times throughout the afternoon on Saturday, and everyone is welcome to stop by the Naked Turtle at 1 Dock Street in Plattsburgh to congratulate all the captains and their crew. Regatta awards will be presented at the restaurant at 6:00pm.

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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 and proceeds from the sales of the Mayor's Cup t-shirts not only help to support the events throughout the day on July 8th, but, more importantly, donations help support Sunrise Rotary's ongoing public service efforts. To learn more about the Sunrise Rotary Club, the community projects the club has helped to develop and the organizations the club supports locally and around the world, please visit www.plattsburghsunriserotary.org or contact the club at rotaryclub1982@gmail.com.

The Sunrise Rotary Club 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 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.

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