

Sunrise Rotary Reveals New Logo and New Events for Mayor's Cup 2024



Plattsburgh, New York (May 13, 2024) Sunrise Rotary once again partnered with CV-TEC to create a contest for designing this year's Mayor's Cup logo. Approximately 35 entries were submitted by CV-TEC's Digital Production & Multimedia Communications class, and members of the Sunrise Rotary Club selected Emily Whalen's design for this year's t-shirt. Sunrise Rotary Past President Jeffrey Prescott presented Mayor Rosenquest with his 2024 Mayor's Cup t-shirt at a conference hosted at CV-TEC on Monday, May 13, 2024.

The Digital Production & Multimedia Communications Program at CV-TEC offers students the opportunity to learn design concepts, color theory, typography, photography, videography, advertising, animation and website design. "This is our third year working with CV-TEC on the logo contest and we were once again in awe of the designs that were submitted," said Sue LeBlanc-Durocher, Sunrise Rotary Mayor's Cup Festival Chair. "The students are clearly talented, and they took the contest very seriously, submitting very creative and professional designs. Congratulations and thank you to all the students for a job well done."

Top Ten T-shirt Designs Available at Loreman's Online

Sunrise Rotary is making the top ten t-shirt designs available for purchase online. The link for the Mayor's Cup online store can be found at www.mayorscup.com.

T-shirt Sales Support Community Projects

Proceeds from the sales of the Mayor's Cup t-shirts and donations from sponsors are critical to Sunrise Rotary'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.

About the Mayor's Cup Regatta & Festival

The 47th annual Mayor's Cup Regatta & Festival, taking place on Saturday, July 6, 2024, is Sunrise Rotary's signature annual community event and has become synonymous with a celebration of Lake Champlain and summer in the North Country.

The one-day Festival draws over a thousand people to Plattsburgh's City Beach with a myriad of activities planned throughout the day including a 5K race, children's fun run, and sandcastle contests. A complete and up-to-date calendar of events is available on www.mayorscup.com. The Regatta attracts the region's most accomplished sailors to compete for bragging rights of being the fastest sailboats on Lake Champlain and includes competitive races in three divisions – Jib & Main, Racing, and Multihull with prizes for all divisions. The registration is free of charge and is available online at www.mayorscup.com.

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New Mayor's Cup Afternoon Events Scheduled for the Plattsburgh Marina Area

Sunrise Rotary is creating two new afternoon events, a poker run/walk and a boat parade, to attract the community to the waterfront around the marina area. In addition, the Club has arranged for the local band, Damaged Goods, to perform a free outdoor concert at the Plattsburgh City Marina and Sunrise Rotary will be offering light snacks and a cash wine and beer bar nearby. Of course, the Naked Turtle, one of Plattsburgh's family favorite waterfront restaurants, will be open and ready to serve customers coming down to the marina area throughout the afternoon and evening. "The Mayor's Cup Regatta is no longer just for sailors," said long time Sunrise Rotarian and Regatta Chair Kjell Dahlen. "Thanks to Sunrise Rotary and our sponsors, the marina area will come alive on Saturday afternoon with many activities for the community to enjoy. There will be live music, an afternoon parade of paddle boats, a poker run/walk and more. Sailors and landlubbers alike can enjoy an afternoon along the waterfront before cheering on all the sailors at the Regatta Awards Ceremony that begins at 6:00pm."

M.C. Regatta Poker Run/Walk Connects Downtown with the Waterfront

Sunrise Rotary is very excited to introduce the first annual M.C. Regatta Poker Run/Walk taking place on Saturday afternoon, July 6th. This year's theme is 'Margaritaville' and a tribute to Jimmy Buffet. Prizes will be awarded for best festive attire. While the course begins and ends at the marina area, the featured stops will be strategically placed at various downtown establishments, and the route may even include parts of the Saranac River Trail. Sunrise Rotarians are adding a scavenger hunt and hydration stations along the way to add to the fun. Awards will be announced at the Regatta Awards Ceremony.

"We think the poker run/walk is a super fun way for our community to enjoy both Plattsburgh's historic downtown and the City's breathtaking waterfront," said Sunrise Rotary President and Co-Chair of the M.C. Regatta Poker Run/Walk James Snook. "Sunrise Rotary has been looking for ways to integrate the local downtown businesses into the Mayor's Cup festivities and the poker run/walk has really seemed to resonate with them," added Sunrise Rotary Past President and M.C. Regatta Poker Run/Walk Co-chair Jeffrey Prescott. "We are thrilled with the response we are getting from many local stores and businesses who want to join in the one-day celebration of summer in the North Country, and they are looking at offering all sorts of exciting discounts and special food and beverages in honor of Mayor's Cup – for everyone to enjoy, not just participants in the poker run/walk."

Sunrise Rotary Launches the First Annual Mayor's Cup Paddle Power Palooza

The first annual Mayor's Cup Paddle Power Palooza, a parade of non-motorized boats (i.e. kayaks, canoes, SUPs), will also take place on Saturday afternoon near the Plattsburgh City Marina. Participants are encouraged to call on their aquatic ingenuity and decorate their boats to distinguish themselves on the water. Skippers of all boats will automatically be included in drawings for prizes, and there will be a special drawing for prizes for the top creatively adorned vessels. The Paddle Power Palooza route, approximately one mile in length, will begin and end at the small boat launch adjacent to the Plattsburgh City Marina.

"The idea for the Paddle Power Palooza came from a local group of dedicated kayakers in the Cliff Haven area who hoped that Sunrise Rotary would host a boat parade this year," said Jake DeSnyder, Past President of Sunrise Rotary and Chair of this event. Jake has been instrumental in the planning and coordination of the Mayor's Cup Regatta and managed a boat parade of lights for quite a few years when Mayor's Cup activities were held over several days and nights. Jake added, "Registration is free and we hope lots of folks will come out with their boats and paddles to have fun, enjoy the lake, and show off their paddle power prowess. The more the merrier – there is no such thing as too many boats in a parade!"

Mayor's Cup Event Registrations and Calendar of Events Available Online

Information relating to the Mayor's Cup Regatta & Festival can be found online at www.mayorscup.com. This includes the calendar of events and what is going on downtown, registration for the Regatta, poker run/walk, 5K, and boat parade, online store for Mayor's Cup t-shirts and hats, and sponsorship opportunities.

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, and how to become a member, please visit www.plattsburghsunriserotary.org or contact the club at rotaryclub1982@gmail.com.

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