



## FOR IMMEDIATE RELEASE – MAYOR'S CUP T-SHIRTS ARE NOW AVAILABLE FOR SALE

Plattsburgh, NY (June 2, 2017) - Sunrise Rotary unveiled the Mayor's Cup t-shirt for 2017 at a press conference earlier today at Plattsburgh's City Hall.

This year's logo and t-shirt was designed by Katie Jennett-Caska, Owner of Jennetix, an advertising and design company located in Peru, NY. Katie, a prior member of Sunrise Rotary, has created the design for the past 8 years. She said she donates her time and talent because she knows how important the 4-day festival is to the community, and the great things that Sunrise Rotary supports with the t-shirt sales.

Proceeds from the sales of 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.

With the unique design each year, and limited quantities produced, the Mayor's Cup t-shirts quickly become collector's items. Katie said she wanted to do something really different this year in honor of the 40<sup>th</sup> anniversary of the Mayor's Cup Regatta. "I tried to design something that had the flavor of a 70's concert poster, but with the same Mayor's Cup festive feel that people have come to expect. I researched design styles around 1977 and developed creative that was a blend of art deco and funk. I like the challenge to come up with a different logo for the same event every year, rather than just changing the date like so many other events. It makes our event unique and gives people something to look forward to each year," said Katie.

### Where the T-shirts are sold

Mayor's Cup t-shirts are available at these fine establishments around town in Plattsburgh:

**Adirondack Bank**  
**Champlain National Bank (Route 3)**  
**Champlain National Bank (Margaret St)**  
**Community Bank (Cornelia St)**  
**Community Bank (Margaret St)**  
**Duley & Associates Real Estate**  
**Eye Care for the Adirondacks**  
**Glens Falls National Bank (Margaret St)**  
**Glens Falls National Bank (Plattsburgh Plaza)**  
**Glens Falls National Bank (near Skyway Plaza)**  
**Liquor and Wine Warehouse**  
**Plattsburgh Boat Basin Marina**  
**Plattsburgh City Marina (Nautours)**  
**Plattsburgh Farmer's Market**  
**Zuke's Deli**



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

Hosted by Sunrise Rotary and the City of Plattsburgh, the Mayor's Cup Regatta & Festival (July 6-9, 2017) is Plattsburgh's most time-honored and highly anticipated summer tradition on Lake Champlain. Now in its 40<sup>th</sup> year, the four-day celebration includes the Boat Parade of Lights, the Regatta, Post-Race BBQ and Award's Ceremony, as well as Live Music, Family Arts & Kid's Activities, a spectacular Fireworks display and so much more! The Mayor's Cup event is a 100% community-funded event with support coming from many generous local businesses and organizations.

For more information on the Mayor's Cup Regatta & Festival and the calendar of events go to [www.mayorscup.com](http://www.mayorscup.com).

