

Media Release

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HISTORIC SARANAC LAKE PUBLISHES NEW WALKING TOUR BROCHURE

Saranac Lake, NY -- Historic Saranac Lake announced the publication of a new walking tour brochure featuring historic sites in the village. "It is being printed now, in time for the busy season," said Historic Saranac Lake's summer intern, Libby Clark. "It's going to be a great resource for tourists and local people interested in learning more about the village's past."

Historic Saranac Lake is partnering with the Saranac Lake Chamber of Commerce on the creation of the brochures. "The Chamber supports heritage tourism and it's positive impact on local business. We are please to be working together on this," said Historic Saranac Lake Executive Director, Amy Catania.

A hand-illustrated map by Jim Hotaling highlights 24 sites in the immediate downtown area, enabling tourists to enjoy a self-guided walk through town. Information is given on each site, from the Post Office Pharmacy, to the Union Depot and the Stevenson Cottage. Five other sites out of the area of the map are also briefly described, such as Little Red and the Bartók Cabin.

"Each year hundreds of visitors come to Saranac Lake interested in history, and this is something tourists frequently ask for," said Historic Saranac Lake Executive Director Amy Catania. "We have had other walking tour guides but they have been out of print for some time and needed updating." The Chamber will make the brochure available at the visitor's centers in Saranac Lake and Lake Placid and both train stations. The Chamber will deliver a few copies to lodging businesses that request them.

The Adirondack Daily Enterprise will also be printing the historic walking tour guide on the reverse side of a map of downtown businesses to be made available at the Union Depot. With the opening of the Adirondack Carousel, the Scenic Railway anticipates full trains arriving all summer into the Union Depot. The resource will help to direct visitors into town to visit historic sites and support local businesses.

The brochure will also be posted on the websites of Historic Saranac Lake and the Saranac Lake Area Chamber of Commerce.

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