

# News Release



---

Media contact: Amanda May Metzger  
Marketing Director  
(518) 668-5755

## **New Holiday Passport Promotion**

*Businesses in Lake George Region offering discounts to passport holders*

LAKE GEORGE, NY (Nov. 21, 2017) — The Lake George Regional Chamber of Commerce & CVB is offering a Holiday Passport to shoppers this year in the Lake George Region.

The Passport Promotion will begin on Nov. 25, the same day as Small Business Saturday and Lite up the Village, and continue through Sunday, Dec. 10.

“If the promotion goes well, we’d like to offer a similar program during the winter months, perhaps to coincide with Winter Carnival. The idea is to get foot traffic into our year-round businesses and highlight how much there is open,” said Marketing Director Amanda May Metzger.

Businesses are still coming on board, but so far there are more than 15 establishments taking part in the Passport ranging from retailers and eateries to the library and activities like bowling and laser tag. They are located in various communities from Warrensburg to Hadley. This program offers discounts on food, unique gifts and things to do between shopping trips.

We chose to extend the program beyond Small Business Saturday to continue to promote our small businesses as the shopping season continues.

Here's how it will work:

The public can obtain a passport one of the following ways:

- Print out a passport by going to [www.lakegeorgechamber.com/passport](http://www.lakegeorgechamber.com/passport)
- Pick up a passport at our office.
- Pick up a passport at Lite Up the Village on Nov. 25 in Shepard Park.

The passport requires the shopper visit at least five of the establishments on the list on our website (find it at [www.lakegeorgechamber.com/passport](http://www.lakegeorgechamber.com/passport)) and obtain a dated signature, stamp or sticker from the establishments when they patronize them. Once they fill the five boxes on the passport, they must return it to the Chamber (the address is on the passport) to be eligible to win a prize. Winners will be drawn at random and notified on or after Monday, Dec. 11, 2017.

We have several prizes available. The list is still growing, but here is what we have so far:

1. Ultimate Tasting package from Adirondack Winery
2. Bags of coffee from Bella’s Deli
3. The book “Warrensburg, NY 200 Years of People Places & Events” and a collectible bicentennial calendar from the Warrensburgh Museum
4. Family Fun Pack for 4 people from Lake George Lanes & Games
5. A \$15 gift certificate for sunglasses from Shady Business
6. A six-pack from Adirondack Pub & Brewery

**About the Chamber & CVB:**

The mission of Lake George Regional Chamber of Commerce & CVB, Inc. is to drive tourism to the Lake George region year-round while fostering a vibrant business community. The chamber seeks to promote growth and development of its member businesses by representing the area at trade and travel shows, offering networking events, educational programs, ribbon cuttings, and other opportunities.

Founded in 1952, the LGRCC is a member-driven, not-for-profit 501 C (6) corporation. The chamber, celebrating its 65th year, comprises more than 425 members in various sectors of the business community. With a regional mindset, membership spans six counties in New York. The chamber staffs the Visitor Center on the corner of Beach Road and Canada Street in the village of Lake George and the Information Center on the Northway between Exits 17 and 18. In 2016, more than 105,000 visitors stopped in those two centers seeking information about the area.

Our membership calendar year runs from October 1 to September 30, however businesses and non-profit organizations can join at any time. For updates, connect with us on Facebook <https://www.facebook.com/VisitLakeGeorge/> Twitter @VisitLakeGeorge and Instagram @lakegeorgechamber

###