Adirondack Canoe Classic
“The 90-Miler”
‘A traditional Adirondack highway’
Diversity of boats and abilities
Age is no obstacle
Strong college participation
Created to increase tourism for villages along the route
20 years
Changed the route
Introduced C-4s and Open Touring
Focused on participation, not competition!
The race grows
Strong support, large crowds, and an economic engine
Bartering and partnering with businesses and organizations
Having an exceptional route is key
So is having experienced personnel
Did I mention challenges?
Advice

• Do something you’re passionate about

• Get local civic organizations involved

• Recognize the assets offered by the local landscape

• Be aware of what’s already happening before you start something new