



For Immediate Release

RE: Americade moving to September 2021

LAKE GEORGE, N.Y. -The 38th annual Americade Motorcycle Touring Rally is moving from early June to the week of September 21st-25th according to Christian Dutcher, Americade's director. The additional three months of time should provide more confidence that the event will happen for Americade's motorcycle industry partners, Expo vendors, attendees, and Lake George businesses.

"We want to make 100% sure that a 2021 Americade will happen, but we're not confident an event of this size will be permissible in June," said Dutcher. "But, moving it to September gives us a very high likelihood of it happening. And, September is also a perfect time of year for riding, with mild temperatures, no rain, and foliage season beginning. It should be beautiful."

Americade's customers are extremely motivated for the event to return, and the motorcycle industry is looking forward to an Americade 2021 regardless of the date. However, finding an alternate date to Americade 2021 is challenging due to the need for multiple key venues to be available, as well as the need to not overlap another national motorcycle event. It turns out, the September dates are the only dates that would allow for an Americade 2021.

"We're very lucky to have found a 2021 date that works for the community and for the motorcycle industry," said Dutcher. "I feared we may have to cancel until Americade 2022, but miraculously we are able to slide it into September."

A June Americade is viewed by local businesses as ushering in the summer season in Lake George; this year the event will be at the tail end offering a new season for the thousands of attendees to explore the area. A September date will allow participants to see the beauty of the Adirondacks at the peak of fall foliage, and not overlap with annual family vacations that dominate Lake George from late June through Labor Day, a concern expressed by many local businesses after last year's rally was postponed to July before ultimately being canceled.

Details:

Americade Motorcycle Touring Rally

Lake George, New York

www.americade.com

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