



NORTH COUNTRY SPORTS COUNCIL

PRESS RELEASE

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FOR IMMEDIATE RELEASE

North Country Sports Council and Can-Am Rugby partner to drive awareness and growth of both the organization and the tournament.

Saranac Lake, NY (February 20, 2024) - The North Country Sports Council is thrilled to announce its partnership with Can-Am Rugby, a historic organization formed by the Mountaineers Rugby team; that has been an integral part of the North Country sports scene for the past fifty years. This collaboration aims to ensure the growth and sustainability of Can-Am Rugby for another half-century.

The Can-Am Tournament, created in 1973 by the Mountaineers Rugby Club, has become renowned as one of the largest and best-run rugby events in the world. Over the years, this mid-summer tradition has attracted more than 100 teams from around the globe, all converging on the picturesque Adirondacks region. Annually the three-day Can-Am Tournament generates an economic impact of \$5 million making it a significant economic driver.

"The North Country Sports Council is excited to join forces with Can-Am Rugby and contribute to the future of this iconic organization," stated Executive Director Matthew Dougherty. "We recognize the historical significance of Can-Am Rugby and the positive impact it has had on the North Country community. Through this partnership, we aim to ensure that the tournament continues to thrive for the next fifty years."

The Can-Am Tournament's inaugural event featured eight teams, a modest beginning that quickly doubled in size due to its popularity. Today, it stands as a testament to the passion and dedication of rugby enthusiasts worldwide. Rugby continues to grow worldwide with its inclusion in the Olympics, and growth amongst youth programs as well. With the support of NCSC, Can-Am Rugby is poised to reach new heights and continue its legacy as a beacon of excellence in the sport and as a major economic driver for the North Country. Director of Can-Am Rugby, Cameron Moody, noted, "The Can-Am Rugby Tournament

board is excited to announce our partnership with NCSC. This opportunity comes as we are preparing not only for the 50th anniversary but also for the next 50 years of rugby in the North Country. We are hopeful that together we can grow our event and make a larger impact on the sport of rugby all around New York State."

The partnership between the North Country Sports Council and Can-Am Rugby signifies a shared commitment to fostering the growth of sports and promoting New York State's North Country as a premier destination for athletic events. Through their combined efforts, the organizations aim to create an enduring legacy that will benefit generations of rugby enthusiasts to come and continue to benefit the local communities of the North Country.

ABOUT THE NORTH COUNTRY SPORTS COUNCIL:

The North Country Sports Council is a not-for-profit charitable organization, IRS 501 (C) (3) with a mission through the power of sport, events, and entertainment to foster economic development by attracting and/or further developing events with a goal of improving our citizens' quality of life and elevating the brand of the North Country.

For more information go to www.northcountysports.org

ABOUT CAN-AM RUGBY:

Can-Am Rugby is a non-profit 501(C)(3), volunteer-run organization with a mission to support local communities, events, students, and sports in the Adirondacks. The Mountaineers Rugby Club created the Can-Am Rugby Tournament in 1973 and has continued to be the driving force behind the event. Over the years the tournament grew to over 100 teams annually and aims to introduce a youth side of the event to promote rugby to all ages.

For more information go to <https://canamrugby.com/>