



NORTH COUNTRY SPORTS COUNCIL

PRESS RELEASE

Media Contact:
Matt Dougherty
mdougherty@northcountysports.org

SARANAC LAKE, NEW YORK (October 17, 2023) – A few North Country natives have decided to embrace the area that means so much to them and launch a new Sports and Entertainment Council. The not-for-profit charitable organization, the North Country Sports Council, officially launched on October 16, 2023 - an altruistic venture dedicated to leveraging the transformative power of sports, events, and entertainment. Their ambitious goal is to ignite economic prosperity by attracting and nurturing a vibrant array of events, ultimately enhancing the lives of the community and propelling the North Country brand to unparalleled heights.

“We have a unique opportunity here in the North Country to market sports and entertainment very differently because of our natural assets,” said Neil Fortier, Chair of the North Country Sports Council and a North Country native. “Sports and entertainment tourism is something most locals can relate to as well. The success of the sports and entertainment tourism in the North Country will take the entire community to be involved and supportive.”

Native to the North Country, Matt Dougherty has taken on the role of Executive Director (Interim) for the Council. His primary mission is to keep the North Country prominent in the thoughts of sports conference organizers, event planners, and entertainment seekers. Matt, along with the Board of Directors, has already started building solid groundwork through discussions with interested events looking to bring their activities to the North Country. Furthermore, extensive meetings have taken place with private benefactors, community leaders, county officials, and state representatives to pinpoint financial resources, suitable venues, and recreational amenities.

“The natural beauty of our region is well known but there are many communities and assets within this vast region that are not nearly as well known or capitalized on. With my experience in bringing world-class sports events to rural communities I am excited and proud to be a part of this new organization which can spread economic vibrancy and notoriety far across the Adirondack region with the right blend of sports, entertainment, and events that this Team is well poised to introduce,” said Billy Demong, Vice Chair of the North Country Sports Council.

The Council is expecting to look at funding projects and assisting with already established events that will not only generate enough income to become self-sustaining, but also economic drivers for the entire North Country.

“Creating the Sports Council is the first step in establishing the surrounding Counties as the known Destination of sports and entertainment. We have spent the past few months solidifying the foundation of the Sports Council and building relationships with key stakeholders. Our focus is now on building our team and creating community-aligned sales & marketing strategies that will position us as a significant player in the sports and entertainment tourism industry. Our partnerships with all those looking to advance the area will be instrumental as we continue to evaluate our destination and identify future opportunities.” Said Matt Dougherty, Executive Director (Interim) of the North Country Sports Council.

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