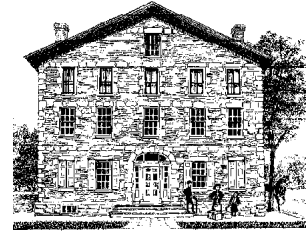




One of America's Byways

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Seaway Trail Discovery Center

News from the Seaway Trail, One of America's Byways, Celebrating 25 Years of "Great American Road Trips"!

For more information, interview: Teresa Mitchell, Executive Director, 1-800-SEAWAY-T
For photos, assistance: Kara Lynn Dunn, publicist, 315-465-7578, karalynn@gisco.net

New York's Seaway Trail Celebrates 25 Years of "Great American Road Trips" in 2003

Sackets Harbor, NY — Throughout 2003, New York's Seaway Trail will celebrate twenty-five years of "great American road trips" as one of "America's Byways."

"We are currently planning a number of special promotions and creating new travel packages to invite and welcome visitors to the Seaway Trail in 2003," says Teresa Mitchell, executive director of Seaway Trail, Inc., the nonprofit organization established to develop and direct the scenic route.

The first stretch of the scenic driving route known as the Seaway Trail was designated in 1978. Twenty-five years later the Trail winds 504 miles along the St. Lawrence River, Lake Ontario, the Niagara River, and Lake Erie, in New York and Pennsylvania. Those driving the route easily follow the green-and-white Seaway Trail footprints-and waves logo signs seen every six miles.

Signature Sites

Signature sites of the Seaway Trail include Boldt Castle in the 1000 Islands, Niagara Falls, the St. Lawrence Seaway, 28 historic lighthouses, the cities of Rochester and Buffalo, world-class sportfishing, and Chautauqua Institution.

"New" Castle Attraction

A new attraction opening in 2003 is the 107-year-old Singer Castle on Dark Island in the St. Lawrence River. Located near Boldt Castle, Singer Castle is modeled after Sir Walter Scott's Woodstock Castle in Scotland.

Other developing attractions include the St. Lawrence Aquarium in Massena and a fast ferry that will travel between the Seaway Trail city of Rochester and Toronto, Canada. What is to be America's largest shopping mall, DestiNY USA, will be easily reached by just a short drive from much of the Seaway Trail.

NY's Seaway Trail Celebrates 25 Years of "Great American Road Trips" in 2003 2 of 2

Contact: Teresa Mitchell, Executive Director, 1-800-SEAWAY-T

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Travel Themes

Major travel themes identified for the Seaway Trail include coastal recreation, maritime history, lighthouses, the War of 1812, architecture, agriculture, nature and international coastline. Seaway Trail, Inc. publishes JOURNEY magazine annually with travel articles, events and festivals listings, and a directory to accommodations, attractions, and services.

Award-Winning Guidebooks

An award-winning series of guidebooks helps travelers find and appreciate the Trail's harbors, lighthouses, natural history and War of 1812 sites, bicycling loops, and architecture. A Seaway Trail Lighthouses tapestry afghan, and quilt patterns for some of the route's historic beacons are also part of the product lines offered to enhance public understanding and enjoyment of the scenic highway.

Travel Packages

Travel packages, added to the marketing mix in 2002, offer opportunities to enjoy sportfishing, the 1000 Islands, lighthouses, Niagara Falls, toy museums, and sites significant to America's Underground Railroad and women's rights history. Seaway Trail, Inc. works with qualified travel sellers to make the packages available to U.S. and international audiences. More commissionable packages and Elderhostel tour options will be offered in 2003.

For More Info

The Seaway Trail was designated as one of the first "America's Byways" in 1996. The Federal Highway Administration names "America's Byways" as roads offering "great American road trip" travel experiences. For more information on the Seaway Trail, visit the Web at www.seawaytrail.com.

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