

The Legend of the Catskills: Great Western Catskills Summer Activation

Time & Action Plan

Dates: June 2 - September 22

May 10th: The Legend of the Catskills is announced. Promotional materials go up on the website and all social media platforms.

May 15th: Adventure map is posted online and social media countdown begins to generate excitement

June 2nd: Legend of the Catskills opens, influencers are welcomed to share their experiences for the next 2 weeks.

June 4: Kayaking tournament begins, Horse riding tours of the area, local fauna and flora guided walks

June 5: (Special Sunday Day 1) A treasure hunt to find one of the local's "special place". There will also be a picnic spread at the location for the person or group that finds it first.

June 6: (Monday Meditation day 1) Sunrise meditation followed by guided horse riding.

June 12: Special Sunday day 2

June 13: Monday meditation day 2

June 13 - June 19: Farmer's Market week

June 22: Kayaking final

June 25: Swimming tournament begins

June 26: Special Sunday day 3

June 27: Monday meditation day 3

June 30: Beginning of hiking tours

July 3: Final Special Sunday

July 4: Final monday meditation & Independence day barbecue

July 4 - 10: Arts & Culture week

July 11th: Swimming tournament final

July 15th: Local history exhibit

July 18th - July 24th: Wellness week (saunas, yoga, healthy cooking lessons, etc.)

July 27th: Themed dinner

August 1st - August 7th: GWC Wine Week

August 9th: Farm tours begin

August 13th: Group fishing day

August 16th: Sip and paint by the lake

August 18th: Cycling tournament begins

August 24th: Treasure hunt in the museums

August 28th: Bonfire night

September 3rd: Cycling tournament final

September 5th - September 11th: Restaurant week

September 12th - September 18th: Team-building workshops in kayaking, hiking, camping and more.

September 22nd: Farewell Banquet