



Addition of a Second Torch Relay Route Will Light the Way to 2019 Empire State Winter Games

Athletes and dignitaries will carry the flame from both Buffalo and New York City to its final destination igniting the cauldron in Lake Placid, NY.

In its 39th year, the [Empire State Winter Games](#) Torch Relay continues to evolve, introducing a second route from Buffalo, NY, to last year's inaugural torch relay which goes from Manhattan to Lake Placid, New York. The relay begins January 27 and culminates five days, and over 700 miles of travel when the flame ignites the ESWG cauldron and kicks off the 2019 Games which is hosted in the Adirondacks from January 31-February 3. Community Bank is the Title sponsor of the 2019 winter games.

The ESWG, New York State's largest and oldest amateur sporting event, has become the Northeast's largest multisport destination festival. In 2018, over 2,100 athletes competed in more than 30 events across 17 sports.

The flame's journey carries the community spirit of winter sports from points originating in Western New York and New York City through the Adirondack Mountains. As the Official Outfitter of the Torch Relay, L.L.Bean will dress the Torch Relay team that will join professional and amateur athletes, some of whom have competed in the ESWG and Olympic Games, as well as state government representatives and local dignitaries, in carrying the torch.

"We are so excited to have the iconic retailer L.L.Bean as a new partner for the games. L.L.Bean embodies the mission of the Empire State Winter Games of getting athletes, families, and spectators outside to be active and enjoy the winter season," said Molly Rose Mayer, ESWG Event Director. L.L.Bean operates 5 retail locations across New York and helps connect the entire state behind the ESWG Torch Relay by outfitting the ESWG torch team, games staff and volunteers.

Torch relay stops along the Manhattan to Lake Placid route include the NYSE (New York Stock Exchange), Northwell Health Center, Central Park skating rinks, L.L.Bean Ridge Hill in Yonkers and

L.L.Bean Colonie Center in Albany, Saugerties, The NYS Capital, Gore Mountain, Fort Ticonderoga and Community Bank locations in Ticonderoga and Lake Placid. The Western New York route will take the torch from Holiday Valley Ski Resort, through Tonowanda, Canalside, Rochester, L.L.Bean Town Center in Fayetteville, St. Lawrence University, SUNY Clarkson and several stops at Community Bank branches from Waterloo to Cazenovia, Oneida and on to Saranac Lake.

“We’re honored to take part in the 2019 torch relay to help kickoff this year’s Empire State Winter Games,” Community Bank N.A. President and CEO Mark Tryniski said. “The torch relay is a community event that is looked forward to each year. Our eight participating branches are thrilled to be included as a stop and help celebrate the start of this year’s Games.”

Founded in 1980, the Empire State Winter Games are a multi-day winter athletic competition headquartered in Lake Placid, NY. Amateur athletes of all ages and from all over the Northeast and Canada compete in more than 30 winter sports competitions over three days every February. The Empire State Winter Games are a community-driven event, courtesy of a partnership between the Regional Office of Sustainable Tourism (ROOST); the towns of North Elba, Wilmington, Tupper Lake, Harrietstown, Malone, and Brighton; the villages of Lake Placid, Tupper Lake, Paul Smiths, Malone, Wilmington, and Saranac Lake; the counties of Essex and Franklin; the New York State Olympic Regional Development Authority (ORDA); and New York State Senator Betty Little. Connect with the Games on www.EmpireStateWinterGames.com, Facebook.com/ESWGames, and Instagram.com/ESWGames.

Media Contact: Lizabeth Cole | lcole@adworkshop.com | 518-523-3359



The logo consists of the text "L.L.Bean" in a large, green, serif font. The letters are closely spaced, and the "L.L." is slightly larger than the "Bean".