



## LAKE CHAMPLAIN BYWAY COUNCIL

c/o Chittenden County RPC  
110 West Canal St, Suite 202, Winooski, VT 05404

FOR IMMEDIATE RELEASE

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### **LakeChamplainByway.com offers tools to explore region's scenic, historic and outdoor recreation sites**

*Winooski, VT* – With the arrival of warm weather, both Vermonters and tourists have to grapple with trying to figure out all the places they'd like to explore in the coming months. The Lake Champlain Byway has recently updated its website, [lakechamplainbyway.com](http://lakechamplainbyway.com), to offer tools to help both local residents and visitors access the region's wealth of parks, trails, beaches and museums as well as lesser-known local historical societies and conserved lands.

The Lake Champlain Byway is 184 miles long and consists of U.S. Route 2 through Grand Isle County, U.S. Route 7 through Chittenden County and then south into Addison County. It is comprised of 22 communities along this route with more than 200 intrinsic resource sites (parks, trails, boat launches, performing arts centers, museums, etc.) managed by various government entities and non-profit organizations. LakeChamplainByway.com organizes these sites by county and by history/culture, natural/scenic and outdoor recreation so visitors can easily narrow their search based on interest.

The website also offers two innovative electronic features: an interactive map feature and a mobile story app. The Byway's [interactive map](#) places the Byway's resource sites on high-resolution maps by [ESRI Inc.](#) so website visitors can "zoom-in" down to the neighborhood level to see how to reach their destination. The Byway's [mobile story app](#), using electronic tour technology from [OnCell](#) enables visitors with smart phones to hear 26 different stories linked to sites within the Byway's eight Chittenden County communities.

The Byway was formally designated by the Vermont Transportation Board for its notable scenic, natural, recreational, historic and cultural intrinsic resources. The Byway is managed by the Lake Champlain Byway Council which is comprised of representatives of three regional planning commissions, two regional chambers of commerce and other interests. The Council seeks to undertake and support projects that balance the promotion, preservation, enjoyment and stewardship of the Byway's numerous intrinsic resources to the benefit of both residents and visitors. Since 2003, organizations involved with the Byway Council have installed wayfinding signage, interpretive panels, informational kiosks and other visitor improvements. For more information, please contact Dan Albrecht, Chair, Lake Champlain Byway Council via [dalbrecht@ccrpcvt.org](mailto:dalbrecht@ccrpcvt.org) or (802) 861-0133.

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