



## **FOR IMMEDIATE RELEASE**

**October 5, 2011**

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## **THE SARATOGA COUNTY CHAMBER OF COMMERCE PRESENTS UNVEILING OF THE “SARATOGA LIP DUB”**

*New York State’s First Lip Dub Promotes Saratoga County, NY as Premier Destination*

[www.saratogalipdub.com](http://www.saratogalipdub.com)

**SARATOGA SPRINGS, NEW YORK** – Home to the Historic Saratoga Race Course and the Saratoga Performing Arts Center, the summer host to the NYC Ballet and the Philadelphia Orchestra, the Saratoga County Chamber of Commerce is proud to present the “Saratoga Lip Dub”. Saratoga Springs is the only community in New York State, and one of just a handful in the US, to involve hundreds of local organizations and thousands of local people to create a Lip Dub – a music video featuring participants lip synching to a chosen song which is then dubbed over with the original audio. The Saratoga Lip Dub features a medley of songs by the band Train, whose drummer Scott Underwood is a native of Saratoga Springs. The video can be seen at [www.saratogalipdub.com](http://www.saratogalipdub.com).

Saratoga Lip Dub, produced by Modern Mix Marketing, a Saratoga Springs company, opens with a scene at the Historic Saratoga Race Course and ends with footage of the band Train performing this past summer at the Saratoga Performing Arts Center. The Saratoga Lip Dub is the first of its kind to include thirteen horses and more than a dozen dogs as well as thousands of local residents resulting in an action filled 8-minute video that will give viewers a glimpse of just how much fun it is to live & play in Saratoga.

And, while cities like Grand Rapids and Traverse City, Michigan closed their downtowns to film their lip dubs, the Saratoga Lip Dub was filmed on the wide sidewalks of Broadway, from an ATV during a busy day at the tail end of Saratoga Race Meeting and three days before Elton John performed at SPAC so that viewers will see this vibrant downtown in action. “We told visitors to the City, who witnessed the filming of the Saratoga Lip Dub and wondered what was happening, that this is how Saratoga prepares for the weekend!” said Todd L. Shimkus, President of the Saratoga County Chamber of Commerce. “With horses, dogs and thousands of people in all sorts of costumes running around everywhere, it was very exciting and a circus like atmosphere. We set out to create a Lip Dub but what we really did accomplish that day was providing thousands of local people with the opportunity to show how much they love Saratoga and to celebrate what has been achieved in this small city in Upstate New York.”

The Saratoga Convention & Tourism Bureau, whose Sales & Communications Coordinator, Angela LaTerra, worked on the Lip Dub production committee, is utilizing this new marketing tool to showcase the destination to meeting & event planners and group tour operators who are looking for a vibrant destination to bring their events. Todd

Garofano, President of the Saratoga Convention & Tourism Bureau added, “This is a fun and exciting video that captures the essence of Saratoga. Not only can we use this to attract new group & convention business but meeting & event planners can use this as well to boost attendance at their events and encourage conference attendees to bring spouses and family to Saratoga.”

Beyond the promotion to prospective visitors, the Chamber is working with area employers and the Saratoga Economic Development Corporation to use the Saratoga Lip Dub as a means of attracting talent to this growing county. “Our county population grew 10% in the last decade and with GLOBALFOUNDRIES, the world’s most advanced semi-conductor manufacturing facility, building Fab 8 in Saratoga County, we’re now engaged in a global competition to attract talent to our region,” said Shimkus. “The lip dub craze is a phenomenon mostly on college campuses around the world so the Saratoga Lip Dub is our way of reaching out to the talented young people we need for our community to sustain its incredible success.”

The Saratoga Lip Dub premiered before 1,500+ Saratogians, on the big screen at the Saratoga Performing Arts Center (SPAC), in the Saratoga Spa State Park, on Tuesday, September 27<sup>th</sup>.

“As a world-class arts organization that draws tens of thousands of guests to this gorgeous city each year, we are so glad that SPAC could host the premiere of Saratoga Lip Dub, a video that will show people across the world, the energy, spirit and culture of this amazing community. From the video’s ballet dancers and orchestral musicians, to the music of Train – a band that performed on our stage this summer -- SPAC is proud to be represented alongside the thousands of enthusiastic Saratogians who made this effort a huge community 'win',” said **Marcia J. White, SPAC’s President & Executive Director**.

“NYRA is thrilled that the Saratoga Lip Dub begins at the Historic Saratoga Race Course. We had a very successful race meeting in Saratoga this year and with unique promotions like the Saratoga Lip Dub and “Summer at Saratoga” on NBC and Versus we are optimistic about the future of racing in New York and especially here in Saratoga.” **Charlie Hayward, President, New York Racing Association, NYRA**

“Building on the company’s heritage of developing award-winning semiconductor manufacturing facilities around the world, GLOBALFOUNDRIES is building the most advanced semiconductor wafer manufacturing facility in the world at the Luther Forest Technology Campus in Saratoga County, New York. The Fab 8 project is currently the largest commercial economic development project in the United States and approximately 1,400 new positions are expected to be created once the new facility is in full operation. As part of the ramp-up for Fab 8, GLOBALFOUNDRIES is growing its workforce and recruiting top talent from here and around the world. To recruit talent, we’re selling both our company and this community and the Saratoga Lip Dub is a unique, fun, and innovative way for us to showcase this special place.” **Travis Bullard, GLOBALFOUNDRIES, Corporate Public Relations Manager**.

#### About The Saratoga County Chamber of Commerce

Saratoga County Chamber of Commerce’s mission is to initiate and provide programs and services which will enhance members’ ability to successfully conduct their business and to enhance and promote a healthy economy, making Saratoga County an ideal place to work, live and visit. For more information about other upcoming events as well as living & working in Saratoga County visit us at: [www.saratoga.org](http://www.saratoga.org)

#### About Modern Mix Marketing

Modern Mix Marketing is an inbound marketing agency; emphasizing strategies that help your audience find and come to you. A wide range of solutions for an increasingly digital and mobile world that includes: strategy, Website design and development, video production, branding, search engine optimization, social media, graphic design and analytics. Learn more at [modernmixmarketing.com](http://modernmixmarketing.com).