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**FOR IMMEDIATE RELEASE**

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**Saratoga County Unveils Brand for 250<sup>th</sup> Anniversary of the Revolutionary War  
Commemoration;**

***Announces \$150,000 in Seed Money to Commission for Historic Preservation, Education, and Heritage  
Tourism for Saratoga County Revolutionary War Era Events***

***BALLSTON SPA, NY – Never before in world history had a British Army surrendered until October 17, 1777 when General Burgoyne and his army, cold, starving, and battered from their defeat at the Battle of Bemis Heights, surrendered to General Gates and his Patriot army at Saratoga in what is now known as the Turning Point of the American Revolution.***

On Thursday, June 30, 2022, Saratoga County Officials unveiled the official brand, America's Turning Point, to commemorate the 250<sup>th</sup> anniversary of the Revolutionary War Era events that happened in Saratoga County.

To support this effort, officials announced the Saratoga County Board of Supervisors committed \$150,000 in seed money to the Commission to help advance its mission of promoting education, historic preservation and heritage tourism of the Revolutionary War era events, people, and places throughout Saratoga County.

Saratoga County Board of Supervisors Chairman and Town of Moreau Supervisor Theodore T. Kusnierz, Jr. said, "The history made here in Saratoga County provided the foundation for the fledgling democracy of our nation and is a source of incredible pride for all of us. In a clear testament to our pride, I am thrilled to announce that the Board of Supervisors has approved \$150,000 in funding to the 250th Commission. The Commission's work will help lay the foundation for a new era of heritage tourism in Saratoga County."

The America's Turning Point brandmark features patriotic, red, white, and blue colors within a seal mark with the phrase "Battles of Saratoga" encompassing a prominent 250 and Revolutionary War era cannon. The seal is adorned by a ribbon stating, "America's Turning Point" and the years 1777 and 2027, marking the Turning Point of the Revolution and the upcoming 250<sup>th</sup> anniversary of the historic events that happened in what is now known as Saratoga County.

(more)

In 2022, County of Saratoga set out to commemorate and honor the 250<sup>th</sup> Anniversary of the battles (to be commemorated in the fall of 2027) through a multi-faceted public education and marketing effort. The creation of a logo and brand was a crucial first step in this effort. Multi-year commemorative events will take place now through 2027, laying the foundation for long-term heritage tourism throughout Saratoga County.

The Saratoga County Board of Supervisors created the Saratoga County 250<sup>th</sup> American Revolution Commission, which consists of 13 official members (in honor of the 13 original colonies) tasked with planning and organizing all ceremonies, events, activities, and celebrations recognizing the 250<sup>th</sup> Anniversary of the American Revolution in Saratoga County.

Commission members include Saratoga County Historian Lauren Roberts (Chair); SNHP Superintendent Leslie Morlock; Town of Saratoga Supervisor Wood; Town of Stillwater Supervisor Kinowski; Michael Companion, Educator; Sean Kelleher, Saratoga County History Center Vice President and Town of Saratoga Historian; Heather Mabee, DAR Representative; Saratoga County Administrator Steve Bulger; Director of Veterans Services Frank McClement; Chairman of the Saratoga County Board of Supervisors, Todd Kusnierz; and Paul Novotny, Reenactor and liaison to the living history community. The Commission is actively seeking members for the remaining two vacancies.

Saratoga County Historian and Chair of the 250<sup>th</sup> Commission Lauren Roberts said, "I am honored to serve as Chair of the Saratoga County 250<sup>th</sup> Commission and to work with this great group of people who have agreed to give their time and talents to the commission. On behalf of the commission, I thank the Board of Supervisors for their commitment of \$150,000 to help us commemorate the people, places and events of the Revolutionary War with meaningful and relevant events that will ignite people's passion and interest in the history that happened in our backyards."

The commission has identified three main objectives to support its mission:

1. Promote education and appreciation for the important role our area played in the American Revolution as the home of the Battles of Saratoga, the Turning Point of the American Revolution
2. Increase Heritage Tourism through offering public events, promoting our county as an historic destination, and organizing a multi-year commemoration that attracts visitors from an international level.
3. Improve infrastructure dedicated to our historic sites, ensuring that our investments throughout these commemorations have a lasting impact on our community and our economy.

The 250<sup>th</sup> Commission will be at the Saratoga County Fair July 19 through 24 with its America's Turning Point Marquee tent which will feature educational displays, living history demonstrations, and children's activities.

Other events include:

- The Turning Point Parade, August 7 in Schuylerville
- Path Through History Weekend October 8 & 9 at the Schuyler House
- Living History Education Workshop on October 28 for history teachers to learn how to bring living history into their classrooms. Educators will receive CTLE credits.

For more information and upcoming events, please visit [www.saratoga250.com](http://www.saratoga250.com).

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BATTLES OF SARATOGA  
AMERICA'S  
TURNING  
POINT



1777 AMERICA'S 2027  
TURNING POINT  
BATTLES OF SARATOGA