

## FOR IMMEDIATE RELEASE

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### **SAMSEN ANNOUNCES REBRANDING TO SENECA LAKE RESORTS**

**Waterloo, New York; January 5, 2021:** SamSen, operator of Sampson State Park Marina, Seneca Lake State Park Marina, and Sampson Cabin & RV Resort in the Finger Lakes region, is pleased to announce its rebranding, establishing itself as Seneca Lake Resorts.

SamSen was formed in 2018 as a result of the award of a concessionaire lease from the New York State Office of Parks, Recreation and Historic Preservation to operate Sampson State Park and Seneca Lake State Park Marinas. SamSen continued with the moniker, that incorporates the SAMpson and SENeca Lake State Parks locations within the name for the last two seasons.

Over this time significant upgrades have occurred to SamSen leased facilities; these include the complete reconstruction of the 90 slip Sampson State Park Marina and the development of new amenities at its Sampson location, such as rental cabins, a seasonal RV campground, gas dock within the marina, and a convenience store/comfort station. Upgrades to the 216 slip Seneca Lake State Park Marina are in progress, which include the complete reconstruction of the comfort station for marina patrons.

Seneca Lake Resorts will be continuing to add new amenities to their locations within Sampson and Seneca Lake Parks. This includes a new event venue at Sampson; The Vista, a 4,000 square foot renovated event space overlooking the marina with sweeping views of Seneca Lake and amazing sunsets, available for booking this year. Seneca Lake Resorts is also planning on adding additional rental cabins and new RV sites for the 2021 season.

Along with the name change, Seneca Lake Resorts is revealing a redesigned logo and website: [SenecaLakeResorts.com](http://SenecaLakeResorts.com).

General Manager, Kevin Reeder stated “The new name, Seneca Lake Resorts, truly exemplifies what we have built and are planning to build at our two amazing locations on Seneca Lake, right in the heart of the Finger Lakes region. And, frankly, this rebrand helps us better identify our complete package of unique offerings!”

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Seneca Lake Resorts is a Sessler company and a product of Sessler Development. Sessler's flagship business is their generational family owned and operated demolition firm, Sessler Wrecking, which offers nationwide turn-key bridge, building, and industrial demolition, along with marine services, environmental services, and site preparation. Abatement, remediation, and industrial services are offered by Sessler Environmental Services. Real estate development is performed by Sessler Development and 3 S Gateway, LLC.

Seneca Lake Resorts logo attached within email.

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