

Contacts: Lake Loop Chairwoman Becky Rubenstein,
beckyrubenstein@lakehopatcongfoundation.org, 862-324-6736
LHF Development Director, Jennifer DeWitt,
jennifer@lakehopatcongfoundation.org, 973-663-2500

FOR IMMEDIATE RELEASE

Fourth Annual “Lake Loop” Set For October 9, 2016 Participants Can Bike, Paddle, Run or Walk and Support Lake Hopatcong

Photos Available

LAKE HOPATCONG, NJ (September 12, 2016) — The Lake Hopatcong Foundation, a 501(c)3 charitable organization dedicated to improving Lake Hopatcong for all, now and in the years to come, will be hosting the fourth annual Lake Loop on October 9, 2016, at Hopatcong State Park.

The event includes three scenic routes to bike around Lake Hopatcong (riders can choose a 20-mile, 40-mile, or 62-mile challenge), as well as a 1-mile or 5K adventure walk or trail run on the State Park grounds and a 2.5 mile paddling route for kayakers, canoeists and paddle boarders on Lake Hopatcong, off the State Park beach.

New this year: a dog walk option has been added for participants to bring their furry friends to enjoy the adventure trail run/walk path. Dogs must be on a leash no longer than six foot and individuals will need to clean up after their pooch. Pet food and supplies will also be collected and donated to a local animal shelter.

This is not a timed event and participants can do any combination of the activities they choose. Starting times have been staggered to allow individuals to partake of multiple events. Those that register before September 19 will be entered into a drawing to win prizes. Registration is available for individuals or teams at crowdrise.com/lakeloop2016. Participants are required to raise a minimum of \$45 to partake in the event, this is a fundraiser to help support the efforts of the Lake Hopatcong Foundation, and all are encouraged to have their friends and family pledge toward their effort.

“This event showcases the many beauties of Lake Hopatcong. It is not a timed event so it is a go at your own pace ride, run, walk or paddle,” said Lake Loop Chairwoman, Becky Rubenstein. “Participants can choose their challenge. We can all use a little motivation to get fit, what a great reason to do so while raising money for the lake.”

Prizes and perks—including a VIP tent—will be awarded to the top fundraising individuals that raise \$500 or more. VIP participants that raise \$1,000 or more will receive a pair of exclusive Lake Hopatcong beach towels that describe the many activities that can be enjoyed on Lake Hopatcong.

A plethora of sponsorships opportunities are available and begin at just \$100. Contact Jennifer DeWitt at jennifer@lakehopatcongfoundation.org for more information.

“We are looking forward to a fun-filled day of folks getting out and enjoying the outdoors and all that Lake Hopatcong has to offer. We will be posting photos throughout the day and encourage others to do the same with #LHFLL2016,” said Development Director, Jennifer DeWitt. “Be sure to check our official Facebook page www.facebook.com/lakeloop for updates and visit our special Pinterest page for pre-event workouts and other useful information www.pinterest.com/lakehopatcong.

The annual event started with biking around the lake from a church parking lot in 2013, grew to include the bike challenge and a family-friendly walk out of Nixon Elementary School’s parking lot in 2014, and in 2015 the paddling component, led by a local paddling club called the Lake Hopatcong Paddlers, and an adventure trail run/walk organized by the Salt Shakers Running club was added and the event moved to the larger venue of Hopatcong State Park.

The Lake Hopatcong Foundation is a registered 501(c)3 nonprofit organization with a mission of “improving Lake Hopatcong for all, now and in the years to come.”

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