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FOR IMMEDIATE RELEASE

Lake Hopatcong Foundation Encourages All To Shop Local For The Month of July

Photos Available

LAKE HOPATCONG, NJ (June 29, 2016) — For the fourth year in a row, The Lake Hopatcong Foundation, a 501(c)3 charitable organization, is supporting area businesses with their “Shop Local Lake Hopatcong” campaign.

The LHF’s intent is that the residents will view the four towns surrounding the lake as their “local downtown” and, by shopping and partaking of the services available, will help keep it a vibrant part of the economy.

“The Lake Hopatcong Foundation’s mission involves supporting the lake environment and the lake experience, and so much of the experience is dependent upon a vibrant business scene,” said Lake Hopatcong Foundation president Jessica K. Murphy. “The more we can do to support the local economy, the better it is for all of us. We do this promotion in the height of the summer lake scene, but of course we want people to visit local shops, restaurants, and service providers throughout the year. This is a great excuse to get out there and check them out.”

Beginning this Friday, July 1, 2016, anyone who shops local, takes a picture and posts it on social media with #shoplocallakehopatcong will automatically be entered to win fun lake prizes, including floating tubes and rafts. Interested parties should follow the Lake Hopatcong Foundation’s social media pages for full participation in the event: Facebook (LakeHopatcongFoundation), Twitter (@thisisyourlake), Instagram (LakeHopatcong) and Pinterest (LakeHopatcong).

This year the Lake Hopatcong Foundation is using Woobox, an app that automatically gathers up all the social media posts using #shoplocallakehopatcong from midnight on July 1 to 11:59 p.m. on July 31 and will generate the random winners of the lake prizes. LHF’s direct link for Woobox is <http://woobox.com/yjokmd>

“As the newest member of the Lake Hopatcong Foundation staff, I’m looking forward to getting out and exploring all that the community has to offer,” said Jennifer DeWitt. “I am excited to see what others post so I can learn more about the hidden gems sprinkled throughout Hopatcong, Jefferson, Mt. Arlington, and Roxbury.”

Each photo that is posted onto social media is another entry into the contest and there are no limits to the amount of times an individual can be entered. Contestants are strongly urged to tag the businesses on social media to help spread the word about the plethora of shops, restaurants and services that are available in the Lake Hopatcong community.

Shop Local signs are available for businesses to pick up at the Lake Hopatcong Foundation's office, 37 Nolan's Point Park Road, Lake Hopatcong.

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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