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FOR IMMEDIATE RELEASE

## **Lake Hopatcong 3<sup>rd</sup> Annual Block Party Set for May 7, 2016**

*Lake Hopatcong Foundation Calling for Vendors and Sponsors for Annual Lake Celebration*

LAKE HOPATCONG, NJ (January 27, 2016) —The Lake Hopatcong Block Party is once again set to be a day that celebrates New Jersey's largest lake: from recreation and leisure to business and everyday living. The third-annual event, to be held from 10 am to 5 pm on Saturday, May 7, 2016, at Hopatcong State Park, will bring together local organizations and businesses, bands, on-the-water demonstrations, craft vendors, food trucks and restaurants, a children's area, and more, for a day to celebrate all facets of Lake Hopatcong life.

The Lake Hopatcong Foundation, a 501(c)3 non-profit is hosting this event and looking for a variety of vendors, including local non-profit organizations, businesses, craft vendors, and food sales. Each vendor will have a 10-foot by 10-foot booth space to showcase their wares or services to visitors. In 2015, attendance surpassed 3,000 attendees. Food vendors will have 10-foot by 20-foot booth space. Areas for food trucks are also available.

The cost of booth space (before March 15, 2016) is \$25 for local non-profits, \$75 for local businesses, \$50 local craft vendors, \$75 for non-local craft vendors, \$150 for local food vendors, and or \$200 for non-local food vendors. Local vendors are those within the four towns that surround Lake Hopatcong (Hopatcong, Jefferson, Mt. Arlington, and Roxbury). After March 15, 2016, all prices increase by \$25.

There are also multiple sponsorship opportunities available, which allow for pre-event and day-of-event publicity. Sponsorships range from \$500 - \$10,000 and a variety of benefits are included at each level.

Anyone who is interested in participating in the day by registering for a booth or sponsorship can email [blockparty@lakehopatcongfoundation.org](mailto:blockparty@lakehopatcongfoundation.org) or call the Lake Hopatcong Foundation office at 973-663-2500. Registration can also be completed online at [www.lakehopatcongfoundation.org](http://www.lakehopatcongfoundation.org).

"The Lake Hopatcong Block Party has shown to be a day that really captures all that is best about the lake and the surrounding community," said Lake Hopatcong Foundation president Jessica K. Murphy. "The local people have really stepped up the last two years as sponsors, vendors, volunteers, and guests, and we are excited to see them come together again this May for another fantastic day that celebrates 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." The Lake Hopatcong

Block Party is part of the group's effort to bring together the four towns and two counties that surround Lake Hopatcong and celebrate as a united community.

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