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FOR IMMEDIATE RELEASE

Block Party the Latest Effort by Lake Hopatcong Foundation to Unite Lake Community

LAKE HOPATCONG, N.J. (April 3, 2014)— Lake Hopatcong is many things to many people, ranging from a source of adventure to a source of leisure to a source of business. The largest lake in New Jersey, it straddles the Morris-Sussex county line and its shores are split among four different towns. So, for the first time ever, the Lake Hopatcong Foundation is aiming to bring together folks from all around the lake for an inaugural “Lake Hopatcong Block Party” from 10 a.m. to 5 p.m. on Saturday, May 10 at Hopatcong State Park in Landing.

The Lake Hopatcong Foundation, which launched in 2012, has a broad mission: to improve Lake Hopatcong for everyone, now and in the years to come. Within those efforts, the 501(c)(3) nonprofit organization has worked to make the lake safer, to improve the health of the ecosystem, to bring lake education to local schools, to preserve the lake’s rich history, and to build the sense of community around the lake. That last item can be a challenge when the community is so split into multiple towns and counties. But by sponsoring a “Shop Local Lake Hopatcong” promotion last July and then bringing together more than 400 volunteers to clean the lake’s shoreline this November, the foundation is making efforts to unite the broader lake community. The Lake Hopatcong Block Party is a natural extension of these efforts.

The event will include lake demonstrations, booths for local organizations and businesses, live performances, a children’s area, food trucks, antique and collectible vendors, and more. This block party promises to be an event that celebrates the many facets of Lake Hopatcong and brings a spectrum of its residents and visitors together to rally behind this beautiful natural resource that brings so much enjoyment to so many. And hopefully, it will be the start of a new annual tradition on New Jersey’s largest lake.

“We are excited to take a day to kick off the summer and celebrate all that Lake Hopatcong has to offer,” said Lake Hopatcong Foundation president Jessica K. Murphy. “People in different towns and different counties around the lake have a lot in common, and it will be nice to bring everyone together in one place.”

Although the dozens of booth spaces are steadily filling, there is still room for vendors of all types, including local nonprofit organizations, businesses, antique and craft vendors, and food sales. Cost of booth space is \$25 for nonprofits, \$75 for local businesses, \$125 for antique vendors, and \$75 for craft vendors (all 10-foot by 10-foot spaces), and \$150 for local food vendors or \$200 for non-local food vendors (20-foot by 10-foot spaces). Local

vendors are those within the four towns that surround Lake Hopatcong. There are also several sponsorship opportunities.

Volunteers are also needed to keep the event running smoothly on May 10. Volunteer opportunities are suitable for teens and adults, and involve a variety of types of activities. “This promises to be a wonderful day to celebrate the Lake Hopatcong community,” says Lake Hopatcong Foundation president Jessica K. Murphy. “But with so much activity and so many moving parts, we do need the help of enthusiastic volunteers to make sure everything runs like clockwork.”

Those who are interested in being a part of the events, either as a sponsor, a vendor or organization, or as a volunteer should email blockparty@lakehopatcongfoundation.org or learn more about festivities at www.lakehopatcongfoundation.org.

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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