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FOR IMMEDIATE RELEASE

Third Annual “Lake Loop” Gives Participants Chance to Bike, Run, or Paddle to Get Fit and Support Lake Hopatcong

LAKE HOPATCONG, NJ (September 1, 2015)—Whether you choose to get fit on wheels, with your feet, or via a paddle, the third annual Lake Hopatcong Foundation “Lake Loop” on Sunday, October 11 at Hopatcong State Park will give you a chance to do any or all of those things, all to support New Jersey’s largest lake.

“We’re really excited at how this event has grown, and looking forward to expanding into a new venue at the State Park this year,” said event chairwoman Becky Rubenstein, who also serves as a trustee for the Lake Hopatcong Foundation. “We have a lot of great things planned to make it a fun day for those who like to get moving and care about Lake Hopatcong.”

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 paddling route for kayakers, canoeists and paddle boarders on Lake Hopatcong, off the State Park beach. Participants can do any combination of the activities they choose. Prizes and perks—including a VIP tent with free massages—will be awarded to the top fundraising individuals that raise \$500 or more. VIP participants that raise \$1,000 or more will receive an exclusive Lake Hopatcong blanket that describes the many activities that can be enjoyed on Lake Hopatcong.

To register, support a team or participant, or learn more, go to www.crowdrise.com/lakeloop2015. Participants can raise money for the lake by registering, but also by encouraging their friends and family to pledge toward their effort. In the weeks leading up to October 11, there will be weekly challenges to encourage participants to fundraise for the lake, winners will receive prizes. Weekly challenge details are available at www.crowdrise.com/lakeloop2015.

In addition to the expanded fitness activities, the day will include performances from multiple bands including the return of Byrdgrass from last year’s event. Food, music, carefully marked routes for all activities, rest stops packed with fuel-up supplies, the trail-marking expertise of the local trail running group the Salt Shakers, and a variety of pre-race training activities should make the 2015 Lake Loop the best one yet. (Details on the pre-race activities can also be found on crowdrise.com/lakeloop2015 or on the Lake Loop Facebook page.)

The annual event started with just 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 this year will add the paddling component, led by a local paddling club called the Lake Hopatcong Paddlers, and more on-site entertainment, all at the larger venue of Hopatcong State Park.

“It’s great to see that as we have grown as a Foundation, so has the Lake Loop,” said Lake Hopatcong Foundation president Jessica K. Murphy. “It’s really a special day and a perfect way to be active, challenge yourself, enjoy the fall foliage, and support Lake Hopatcong.”

The Lake Hopatcong Foundation is a registered 501c3 nonprofit organization with the mission of improving Lake Hopatcong for all, now and in the years to come. It was established in 2012. Learn more at www.lakehopatcongfoundation.org.

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