

FOR IMMEDIATE RELEASE

Shop Local Lake Hopatcong Month-Long Promotion Begins

Lake Hopatcong Foundation encourages residents to think of lake communities as their “downtown”

LAKE HOPATCONG (July 1, 2015)—For the third year, the Lake Hopatcong Foundation is boosting the restaurants, shops, and other small businesses in the Lake Hopatcong area as part of its annual “Shop Local Lake Hopatcong” promotion, encouraging local residents to think of all four lake towns as their “downtown.”

The promotion asks that customers visit local businesses and take photos of their experience, posting their Shop Local shout out to social media—Facebook, Instagram, or Twitter—while tagging the Lake Hopatcong Foundation and the business, using the hashtag #shoplocallakehopatcong. Each time someone posts such a photo from a different local business with the hashtag, the foundation will put their name into a drawing, and at the end of the month, 10 winners will be chosen to receive gift cards to local businesses.

“Whether it’s a photo of your freshly pedicured feet or a yummy meal or a beautiful potted plant you just purchased, we want to see not only that folks are supporting local businesses, but also that they’re showcasing all the great products and experiences one can have around Lake Hopatcong,” said Lauren Rossi of the Lake Hopatcong Foundation.

The foundation has distributed bright yellow Shop Local posters to businesses as well, and anyone who gets a photo and can include the image of the poster will get a bonus entry into the raffle for that submission.

Lake Hopatcong is surrounded by Hopatcong Borough, Lake Hopatcong (part of Jefferson Township), Mt. Arlington Borough, and Landing (part of Roxbury Township).

“There is so much that connects the lake community, but when we’re split into four towns and two counties, it can sometimes feel like the lake lacks a true ‘downtown,’” said Lake Hopatcong Foundation president Jessica K. Murphy. “And since a healthy and vibrant business community is good for the lake and the people who live around it, we’ve decided to take the month of July and focus on encouraging folks to support the lake-area businesses. This year we wanted to make it super easy to participate, so we want to see people out shopping and enjoying all the lake has to offer, and spreading the word through social media.”

The promotion lasts from July 1 to 31, and the winners will be drawn on Monday, August 3, and posted to the foundation website.

The Lake Hopatcong Foundation is a 501(c)3 nonprofit organization with a mission of improving Lake Hopatcong for all, now and in the years to come. To learn more, visit www.lakehopatcongfoundation.org.

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Photo: A customer golfs at the Lake Hopatcong Golf Club in Jefferson Township, with the yellow Shop Local sign on the green. A photo like this one could be posted online, with a tag of the Lake Hopatcong Foundation and the Lake Hopatcong Golf Club, and the hashtag #shoplocallakehopatcong, to be submitted to the raffle.