

For Immediate Release

Contacts: Lake Hopatcong Foundation Office, 973-663-2500

Lauren Rossi, lauren@lakehopatcongfoundation.org

Jessica Murphy, jess@lakehopatcongfoundation.org

July is SHOP LOCAL month on and around Lake Hopatcong

LAKE HOPATCONG, N.J. – July is here, and it’s time for shoppers to think of Lake Hopatcong as their “downtown,” with a Lake Hopatcong Foundation promotion that aims to encourage locals to visit all kinds of local businesses for their shopping. More than 70 businesses in Hopatcong, Lake Hopatcong, Landing, and Mt. Arlington signed on to offer discounts and other deals to those who visit during the month of July.

“Even though there are four towns, we want folks to look at Lake Hopatcong as a single destination, with a thriving and united business community,” Lake Hopatcong Foundation president Jessica K. Murphy said. “With this promotion, we’re hoping to both drive shoppers to local businesses and give participating residents a chance to get great deals and win prizes. It’s a win-win for business owners and shoppers.”

Participating businesses and the deals they are offering are listed here:

<http://lakehopatcongfoundation.org/initiatives/shoplocal.html>

Shoppers can visit any of those businesses, pick up an official card, and then on their first visit to each of those businesses during the month of July, they can show the card to receive the discount AND receive a unique stamp on their card. At the end of July, those cards can be mailed to or dropped off at the Lake Hopatcong Foundation office at 37 Nolan’s Point Park Road, Lake Hopatcong, NJ 07849. Shoppers who get 31 stamps (one for each day in the month of July) are eligible to win a free kayak from Bob’s Canoes and Kayaks in Lake Hopatcong. Those who collect 20 or more stamps will be in a drawing to win \$250 in gift cards from Alice’s Restaurant, the Main Lake Market, and the Lake Hopatcong Golf Club. And those who collect 10 or more stamps will be eligible to win a \$100 gift card to the Bridge Marina fuel dock. The drawings will be held on Friday, August 9, 2013 at noon, with the winners announced live at the LHF ThisIsYourLake.org webcam.

Shoppers who would like an official participation card can pick one up at participating businesses or at the LHF office. Then, they can start collecting stamps and getting great deals throughout the month!

The Lake Hopatcong Foundation is a registered 501c3 nonprofit organization that was founded in 2012, and it is “dedicated to improving Lake Hopatcong for everyone, now and in the years to come.” Go to www.LakeHopatcongFoundation.org for more information.

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