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FOR IMMEDIATE RELEASE

Block Party open to vendors and sponsors

LAKE HOPATCONG, N.J. - Winter's chill may be keeping people huddled inside their homes for now, but there's no freeze on plans for a celebration designed to help thousands of Lake Hopatcong-area neighbors warm back up in the spring.

The Fifth Annual Lake Hopatcong Block Party held at Hopatcong State Park is scheduled for Saturday, May 12, from 10 a.m. to 5 p.m. Hosted by the Lake Hopatcong Foundation (LHF), the event gives scores of businesses and organizations an opportunity to showcase their work, attracting thousands of visitors to the popular lakeside venue.

Guests will also be entertained with live music, boat and mini-train rides, on-the-water demonstrations, a children's area and, of course, numerous food and beverage options.

"The Block Party is a great gathering that welcomes everyone to celebrate New Jersey's largest lake and surrounding communities," said Lee Moreau, Co-Planner for the LHF event. "We have some very exciting things planned for our sponsors and vendors, as well as for our guests, this year."

Moreau noted there is a limit to the number of vendor spaces available, and that they usually sell out by mid-March.

"So, once again," he said, "early registration is strongly recommended."

Vendors will have ample space to display their goods or services and areas for food trucks will also be available.

"It truly is a special opportunity for businesses and organizations to reach a receptive audience," said LHF Acting Executive Director Donna Macalle-Holly. "This year we'll be expecting more than three thousand guests at our Fifth Annual Lake Hopatcong Block Party."

Booth space will be available for businesses, vendors and non-profits. The cost of booth space ranges from \$25 to \$350 with discounts for local businesses and vendors—those based in Hopatcong, Jefferson, Mt. Arlington or Roxbury.

Various sponsorships are also available for a minimum of \$300, offering an array of opportunities for pre-event and day-of-event publicity.

“New this year is our Passport Adventure, which the foundation is implementing to increase foot traffic to our sponsors’ booths,” said Beth BaRoss, Co-Planner for the LHF event. “Guests can participate, with the opportunity to win fantastic prizes.”

For more information, to register for a booth or secure a sponsorship, please visit lakehopatcongfoundation.org or email blockparty@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.” Launched in 2012, the foundation aims to improve and enhance the lake experience and environment. Initiatives include invasive species prevention, lake education, community building and safety improvements. For more information, visit lakehopatcongfoundation.org.

BRIEF:

Spring Block Party seeks vendors, sponsors

The Fifth Annual Lake Hopatcong Block Party at Hopatcong State Park is scheduled for Saturday, May 12, from 10 a.m. to 5 p.m. Hosted by the Lake Hopatcong Foundation (LHF), the event gives scores of businesses and organizations an opportunity to showcase their work for an estimated 3,000 guests.

The Block Party will also feature live music, boat and mini-train rides, on-the-water demonstrations and a children’s area, as well as numerous food and beverage options.

For more information, to register for a booth or secure a sponsorship, please visit lakehopatcongfoundation.org or email blockparty@lakehopatcongfoundation.org.

CALENDAR:

Annual Lake Hopatcong Block Party

The Fifth Annual Lake Hopatcong Block Party at Hopatcong State Park is scheduled for Saturday, May 12, from 10 a.m. to 5 p.m. Hosted by the Lake Hopatcong Foundation (LHF), the event

features scores of vendors, live music, boat and mini-train rides, on-the-water demonstrations and a children's area, as well as numerous food and beverage options.

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