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FOR IMMEDIATE RELEASE

Block Party vendors are lining up quickly

For baseball players, this is the time of year to do whatever they can to secure a spot on their team's opening-day lineup. For local businesses and organizations, it's time to secure a spot in the lineup for the annual Lake Hopatcong Block Party.

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

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

"It's one day, in one place on the lake, where the entire community can get together. There's nothing else quite like it," said Lee Moreau, co-planner of the event. "Since the fees for vendor spaces go up on March 1, now is a good time to reserve a booth and claim the spot you want."

Although there are still a few months before the Block Party, well over half the booth spaces have already been reserved.

Vendors who sign up for this year's event will benefit from what Moreau calls the "loyalty factor," which will give them first shot at registering and selecting a booth space next year.

Booth spaces are available for businesses, vendors and non-profit organizations starting at \$25 to \$350, with reduced rates for local entities based in Hopatcong, Jefferson, Mt.

Arlington or Roxbury. Booth layout and availability can be viewed at lakehopatcongfoundation.org.

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

A new Passport Adventure program will encourage guests to check in at sponsors' booths, collecting stamps to qualify them for entry in a raffle at the end of the day. Prizes will include patio boat rentals, box seats for events at the Prudential Center in Newark, a \$300 birthday party package at Circle Bowl and Entertainment, two months of programs at Kula Yoga and more!

"The Block Party is going to be the day before Mother's Day so it will be a great opportunity to get a gift for mom," said Beth BaRoss, who is co-planning the event with Moreau. "You could also bring mom along and treat her to an outing at the State Park. It's a great way for families to meet up."

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, the mission of which is to "improve Lake Hopatcong for all, now and in the years to come." For more information, visit lakehopatcongfoundation.org.

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