

#GIVINGTUESDAY

For Immediate Release

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Lake Hopatcong Foundation celebrates #GivingTuesday with Train Station incentives for donors

LAKE HOPATCONG, NJ – On November 27, Lake Hopatcong Foundation will offer Train Station-themed incentives to those who make special contributions to the organization in honor of #GivingTuesday.

As the LHF prepares to move into the Lake Hopatcong Train Station before the end of the year, it seemed fitting to feature the building in the #GivingTuesday campaign. The circa-1911 building, which has recently been rehabilitated, will become the headquarters for the organization, as well as the Lake Hopatcong Environmental and Cultural Center, which will promote the natural, cultural, and historical value of the region while also providing a center that can accommodate special events, community gatherings and educational programs.

Donors who contribute to the Lake Hopatcong Foundation for #GivingTuesday will be supporting a spectrum of projects and initiatives that the LHF conducts to protect and improve the Lake Hopatcong environment and experience. There are several donor incentives incorporated in this year's #GivingTuesday campaign:

1. Win a miniature model of the Train Station

For each \$25 donated to the LHF through our #GivingTuesday campaign, donors will be entered into a drawing for three miniature Lake Hopatcong Train Stations, created in a limited quantity by Lilliput Lane Model Stations of England, specifically for the Lake Hopatcong Foundation. Each train station, measuring 4" by 2 1/2" by 2 1/2", is cast in Amorphite, hand-painted, and nestled in a gift box with an official Lilliput Lane deed.

2. Enjoy a wine & cheese reception at the new Environmental and Cultural Center

Those donating \$250 or more will be welcomed, along with three guests, to the historical Lake Hopatcong Train Station, prior to the official open house, for a wine & cheese reception and an exclusive program presented by Lake Hopatcong Historian and LHF Chairman of the Board Marty Kane and Principal Historic Preservation Specialist Margaret Hickey from Connolly & Hickey Historical Architects. The program will take you through the last four years of renovation of this key transportation hub for many years.

3. Be part of the Train Station history

Those who donate \$1,000 or more will have their name permanently recognized on a plaque that will be hung in the Train Station for years to come. (Any donations previously made to the Train Station will be included in your final donation total.)

4. Double your impact

Last year, the LHF raised more than \$7,000 through our #GivingTuesday campaign. This year, there is a donor who will match up to \$10,000 in donations through our #GivingTuesday campaign.

#GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year's #GivingTuesday will take place on November 27th and will kick off the giving season by inspiring people to collaborate and give back.

"We are so thankful for our donors throughout the year, of course, but it's always heartwarming to get this boost during Giving Tuesday," said LHF president Jessica K. Murphy. "This year, with our imminent move into the historical Lake Hopatcong Train

Station building, it seemed perfect to incorporate that special building into this day of giving.”

Founded in 2012 by the 92nd Street Y – a community and cultural center in New York City – #GivingTuesday inspired millions of people to give back and support the causes they believe in. Over \$300 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

“We are incredibly inspired by the way the #GivingTuesday community has embraced this concept for a worldwide movement,” said Henry Timms, founder of #GivingTuesday and Executive Director of 92Y. “As we prepare for November 27, we’re energized and encouraged by the community’s generosity. The levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal.”

Those who are interested in joining the Lake Hopatcong Foundation’s #GivingTuesday initiative can visit lakehopatcongfoundation.org/givingtuesday2018. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on Twitter.

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About the Lake Hopatcong Foundation

The Lake Hopatcong Foundation is a registered 501(c)(3) nonprofit dedicated to protecting the lake environment and enhancing the lake experience by bringing together public and private resources to encourage a culture of sustainability and stewardship on and around New Jersey’s largest lake, for this and future generations. To learn more, visit lakehopatcongfoundation.org.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues