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**FOR IMMEDIATE RELEASE**

**Little blue signs make a safer Lake Hopatcong**

*Lake Hopatcong, N.J. (April 29, 2020)* – A boat ride along the shores of Lake Hopatcong is likely to reveal a number of little blue signs attached to docks, boathouses, and even shoreline trees. These signs, which have been popping up all around Lake Hopatcong since 2016, are called B-SAFE (Blue Signs Are For Emergencies) Dock Numbers and are designed to help emergency personnel efficiently respond to calls by land or water.

The Dock Numbering Program, launched by the Lake Hopatcong Foundation, aims to improve emergency response times and safety on Lake Hopatcong. Each dock number is linked to that lakefront property's 9-1-1 street address. If an emergency occurs, an accurate location can be reported using the nearest dock number as a reference point.

"In moments of emergency on the water, it can be very difficult to explain to first responders exactly where you are," said Lake Hopatcong Foundation Grants and Programs Director Donna Macalle-Holly. "These signs provide clear markers that make it that easier for those who are in distress to direct emergency personnel to their location."

The weatherproof aluminum dock signs measure 8" x 16" and are blue with white reflective numbers. The signs do not contain any personal information.

Lakefront property owners may voluntarily purchase and post a B-SAFE dock number sign anywhere it can be easily seen from the water.

B-SAFE dock number signs can be purchased through the Lake Hopatcong Foundation at [lakehopatcongfoundation.org](http://lakehopatcongfoundation.org). Each sign is \$30, which includes shipping. Signs ordered by June 1 will be delivered in early July.

"Safety is consistently one of the top concerns of residents and users of Lake Hopatcong," said Lake Hopatcong Foundation Interim Executive Director Lauren Rossi. "We're thrilled at the response to the program so far and are grateful to the nearly 40% of the approximately two

thousand lakefront homeowners who have purchased and posted their B-SAFE Dock Number. Our goal this year is to reach 45%, as each new dock number added will make it easier to pinpoint an exact location on the lake, making Lake Hopatcong a little safer for all.”

*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](http://lakehopatcongfoundation.org).*

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B-SAFE dock numbers, designed to help emergency personnel efficiently respond to calls by land or water, line the shores of Lake Hopatcong.