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FOR IMMEDIATE RELEASE – Photos included

Block Party seeks vendors and sponsors

Landing, N.J. (July 1, 2021) The eighth annual Lake Hopatcong Block Party is scheduled for Saturday, October 2, from 10 a.m. to 4 p.m., at Hopatcong State Park, 260 Lakeside Blvd., Landing, N.J.

Hosted by the Lake Hopatcong Foundation, the event gives businesses and organizations a chance to showcase their work for thousands of guests against the scenic backdrop of Lake Hopatcong. The day also features entertainment, a food court, boat and mini-train rides, and an activity area for children.

"There's nothing quite like it," said event co-planner Lee Moreau. "The Block Party has become an annual must-attend event and booth spaces usually sell out quickly."

Booth space is available for businesses, crafters, organizations, and non-profits, with costs ranging from \$25 to \$350. Discounts are in place for entities based in Hopatcong, Jefferson, Mt. Arlington, or Roxbury, as well as for those who register by August 1.

"The Block Party is a fun and effective way for businesses and organizations to gain exposure," said Lake Hopatcong Foundation Executive Director Kyle Richter. "The unique Main Street-style experience and beautiful setting bring thousands of people to the lake for the day."

Sponsorships are also available, starting at \$500 and offering an array of opportunities for pre-and day-of-event publicity. Sponsor exposure is enhanced through a unique Passport Adventure program, a fun challenge for guests that encourages them to fully circulate and explore the Block Party.

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

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.

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