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FOR RELEASE FEBRUARY 1

Block Party open to vendors and sponsors

LANDING, N.J. - The sixth annual Lake Hopatcong Block Party, which offers businesses and organizations a chance to showcase their work for an anticipated 3,000 guests, is scheduled for Saturday, May 11, from 10 a.m. to 5 p.m., at Hopatcong State Park, 260 Lakeside Blvd., Landing, N.J.

Hosted by the Lake Hopatcong Foundation (LHF), the event also features entertainment, numerous food and drink options, live demonstrations, boat and mini-train rides, boat displays, and an activity area especially for children.

“The Block Party is a special event that encourages everyone to celebrate New Jersey’s largest lake and its communities,” said Lee Moreau, event co-planner. “We always offer our sponsors and vendors exciting opportunities to get attention from an enthusiastic group of their neighbors.”

Visibility of sponsors will be enhanced through the Passport Adventure program, a fun challenge for guests that encourages them to fully explore the Block Party. Each sponsor is given a stamp to mark the passports of guests who visit their booth. Guests whose passports are completely stamped and turned in are entered in a drawing for a variety of prizes.

Vendors will have ample space to display their goods or services and food trucks will be accommodated in a designated area. Spaces are limited and typically sell out by mid-March, according to Moreau, who recommends early registration.

“The Block Party is a perfect way for businesses and organizations to gain exposure and the state park is a perfect place to stage it,” said LHF President Jess Murphy. “The event offers thousands of people an intimate Main Street-style experience and makes our far-reaching lake region feel like a much smaller place.”

Booth space is available for businesses, crafters, organizations and non-profits, with costs ranging from \$25 to \$325. Discounts are in place for entities based in Hopatcong, Jefferson, Mt. Arlington or Roxbury as well as for those who register by February 28.

Sponsorships are also available, starting at \$500 and offering an array of opportunities for pre- and day-of-event publicity.

To register for a booth, secure a sponsorship, or simply 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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BRIEF:

Spring Block Party seeks vendors, sponsors

The sixth annual Lake Hopatcong Block Party, which offers businesses and organizations a chance to showcase their work for an anticipated 3,000 guests, is scheduled for Saturday, May 11, from 10 a.m. to 5 p.m., at Hopatcong State Park, 260 Lakeside Blvd., Landing, N.J.

Hosted by the Lake Hopatcong Foundation (LHF), the event also features entertainment, numerous food and drink options, live demonstrations, boat and mini-train rides, boat displays, and an activity area especially for children.

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

CALENDAR:

Annual Lake Hopatcong Block Party

The sixth annual Lake Hopatcong Block Party is scheduled for Saturday, May 11, from 10 a.m. to 5 p.m., at Hopatcong State Park, 260 Lakeside Blvd., Landing, N.J.

Hosted by the Lake Hopatcong Foundation, the event features scores of vendors, entertainment, boat and mini-train rides, live demonstrations and a children's area, as well as numerous food and drink options.

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

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