



Contacts:

Jessica Murphy, Executive Director, Lake Hopatcong Foundation
973-663-2500, jess@lakehopatcongfoundation.org

Lauren Rossi, Development Consultant, Lake Hopatcong Foundation
lauren@lakehopatcongfoundation.org

FOR IMMEDIATE RELEASE – photo included

Lake Hopatcong Foundation’s “Lake Loop” goes virtual

Lake Hopatcong, N.J. (August 14, 2020)—The Lake Hopatcong Foundation’s 8th Annual “Lake Loop” fundraiser will now be a virtual event in October, transitioning into a format that allows participants to choose their challenge, set their goals, and ride, run, walk, or paddle however they choose: from the home gym to the local neighborhood and beyond.

“Although we are disappointed that we cannot bring everyone together to Hopatcong State Park for the shared Lake Loop experience that we’ve all enjoyed over the last seven years, it’s more important than ever that we rally for the health of the Lake Hopatcong, as well as the health of the vibrant community that surrounds it,” Lake Hopatcong Foundation Executive Director Jessica K. Murphy said. “We are excited to launch this new version of our annual event, where we can still come together virtually to challenge ourselves, cheer each other on, and support our lake.”

The Lake Loop, which usually includes pre-marked bike routes, a 5K, and a paddle route, was originally scheduled to take place on Sunday, October 11 at Hopatcong State Park, but will now run from October 1 to 11, with registrants being able to log miles or times during that 11-day window on their own time and in the location of their choice, all while raising money to benefit the Lake Hopatcong Foundation.

Registration is open at LakeLoop.org, and the Lake Hopatcong Foundation will continue to add information about specific challenges, fun contests, sponsor promotions, virtual fitness classes, and more in the weeks ahead. Participants are encouraged to create or join fundraising teams, which will help boost camaraderie and competition, even from a social distance.

“What’s exciting is there are so many ways to participate in the Virtual Lake Loop this year,” Lake Loop co-chairwoman Sharon Gruber said. “Children, families, friends, and coworkers can register in one or multiple fitness challenges and have the ability to be virtual fundraisers. Both roles are equally important, since the bottom line is to show your support for Lake Hopatcong in the way that suits you best. Just as Lake Hopatcong is available for a wide variety of activities and levels, so is this event.”

Upon registering, participants can learn more about how they can track their personal fitness metrics if they choose, such as through the Strava app, or their own Peloton or Zwift account. (Tracking exercise is not a requirement to participate.) They can then fundraise to their network of family and friends and participate in one or more of the activities during the 11-day challenge.

“Peer-to-peer fundraising is strongly encouraged as a way to harness the power of the lake community,” said Lauren Rossi of the Lake Hopatcong Foundation. “This is our opportunity to get everyone to join in and invest in the lake we all love.”

Registration is a \$20 donation to the Lake Hopatcong Foundation, or participants can increase to a \$45 fee if they want to receive a distinctive Lake Loop 2020 t-shirt. There are no fundraising minimums. For our area businesses and generous individuals, numerous sponsorship opportunities are available, including live online promotions and providing prizes for photo and video contest categories.

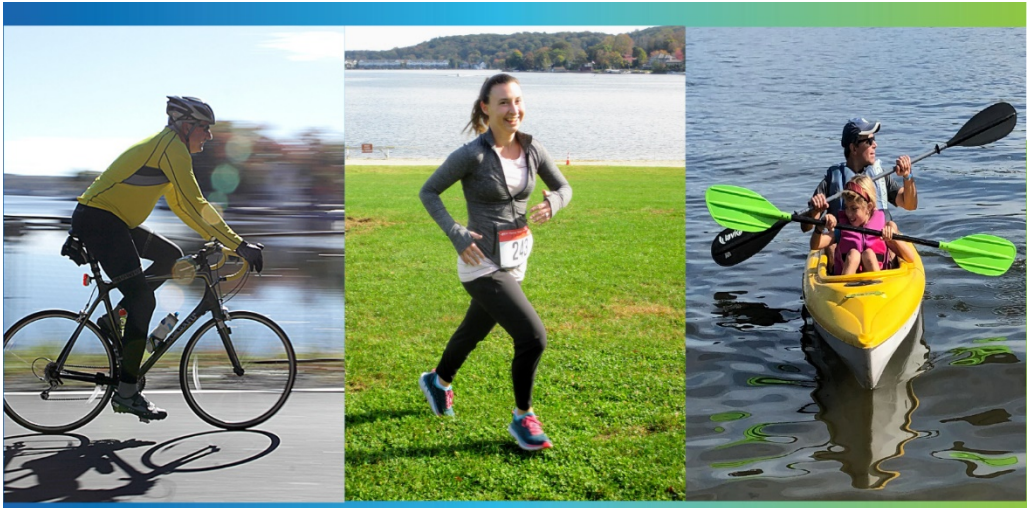
“As a virtual event that spans 11 days, we will stay connected with our participants through online encouragement and social media promotions,” said Lake Loop co-chairwoman Jess Beckerman. “Being a sponsor means having the opportunity to reach hundreds of participants while also supporting New Jersey’s largest lake.”

All money raised will support the Lake Hopatcong Foundation’s many programs and initiatives focused on fostering a vibrant and healthy Lake Hopatcong and its surrounding community. Those efforts include advocating on behalf of the lake in Trenton, preventing the spread of invasive species, improving on-the-water safety, bringing lake education and programming to the community, increasing recreational opportunities, and more.

“The pandemic has changed the way we work day-to-day, but hasn’t stopped us from fighting on behalf of Lake Hopatcong every day,” Murphy said. “We need our fundraising support in order to continue the work we do, and we are so grateful for our Lake Loop team and all of the participants who will ensure the Lake Hopatcong Foundation’s efforts continue full-speed ahead.”

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.

###



LAKE HOPATCONG FOUNDATION



VIRTUAL CHALLENGE

FOR A HEALTHY
COMMUNITY AND A
HEALTHY LAKE!

OCTOBER 1 TO 11, 2020

LAKELOOP.ORG