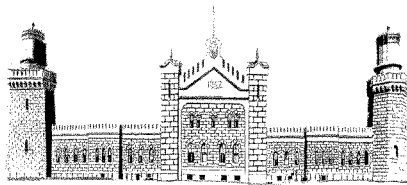


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Highlands Business Partnership, Inc.

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For Immediate Release: - Media Contact: Carla Cefalo-Braswell, President
Monday, July 11, 2009 - email: hbp@highlandsnj.com

HIGHLANDS FAMOUS CLAMFEST **FOUR DAYS OF FAMILY FUN AND SUCCULENT SEAFOOD**

HIGHLANDS, N.J. – Discover the true meaning of “Succulent Seafood” at the Highlands Business Partnership’s **14th Annual Clamfest**. The Festival is open July 31st – August 3rd at Huddy Park on Bay & Waterwitch Avenues. The Clam Festival, is a four-day action packed event featuring the freshest seafood, plus live music, entertainment, thrill rides, games, contest and more. Admission is free, and the event takes place rain or shine. This year’s Clam Fest will highlight a special attraction; the NASA Exploration Experience will give the public a glimpse into NASA's plans for the future. The exhibit is free to the public and the tour takes approximately 10 minutes. NASA will join us for the duration of the Clam Festival and will host special guest speakers live on stage.

The Clamfest midway will be set up in Huddy Park, and portions of Bay and Waterwitch Avenues will be closed to street traffic to accommodate the specialty vendors marketplace and of course, the food court with many popular Highland’s restaurants such as Andretta’s, Bahrs, Beacon on the Bay, Chilangos, Clam Hut, Francescos, Lusty Lobster, One28Bay, Pizza Plus, and the Sand Witch Shop. These include clams – fried, stuffed, steamed or on the half shell – and soft shell crab sandwiches, shrimp, oysters, crab cakes, lobster, scallops, gumbo jambalaya, chowders, mussels and much more.

Although seafood is the highlight, there will be lots for landlubbers to chow down at the Highlands Fire Department’s famous Rib Tent and corn on the cob, hot dogs, burgers, French fries, grilled sausages, pizza, cheese steaks, tacos, burritos and homemade sweets and treats.

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Add One/Highlands Clamfest

As always, the Clam Fest is a non-alcohol event however you can quench your thirst at the Claddagh or the Driftwood, both at the entrance to the festival on Bay Avenue. Check out their “Happy as a Clam” drink specials. The VFW will host their Annual Beer Garden in the beautiful backyard of the VFW Post throughout the entire event. Take a glimpse of their newest member, the Doughboy Statue, recently relocated from Route 36.

On Thursday, July 31, the fun takes place from 6:00 to 11:00 PM. Opening night is “Family Bracelet Night,” when visitors can enjoy the amusement rides all night with a \$20 bracelet purchase valid from 6:00 pm until closing. DJ Johnny Jonze will emcee the event and the Stout Band, a 5-string guitar and Banjo band will perform at 7:00 PM featuring American & Maritime Folk Songs. Clamfest hours are 6:00 to 11:00 PM on Friday, August 1, with entertainment by the popular Jonzes Band. On Saturday, August 2, beginning at noon, DJ Johnny Jonze will spin until 3:00 PM, when Virago take the stage until 6:00 PM. The Josh Zuckerman Band will perform from 7:00 – 11:00 PM.

Clamfest hours on Sunday, August 3rd, are **noon** to 8:00 PM when the “Pay One Price Ride Bracelets will be repeated, for \$20 per bracelet from 2:00 PM until closing. The popular BABY COSTUME CONTEST, “A Day at the Shore” directed by Tim Hill, the Borough’s Director of Recreation takes place at 1:00 pm on Sunday in Huddy Park. The Clamfest’s world-class CLAM-SHUCKING COMPETITION kicks off at 3:00 PM. The CLAM SHUCKING CONTEST has a 1st, 2nd and 3rd prizewinner to the person who finishes shucking their Clams first. The 14th Annual Clam Shucking Contest is sponsored by Highland’s own seafood market, the LUSTY LOBSTE

The rapidly growing ALL YOU CAN EAT CLAM CONTEST sponsored by Highland’s own CERTIFIED CLAM COMPANY will begin promptly at 3:30 pm. This is also a 1st, 2nd and 3rd prize contest to the person who can eat the most clams from their bucket in five (5) minutes. This ALL YOU CAN EAT CLAM CONTEST has nearly 25 participants and folks come from all over the region for this famous contest.

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Registration for ALL Contests begins at 1:00 PM at the Gazebo in Huddy Park and DJ Johnny Jonze will emcee all contests. At 4:30, sparkle with the stars with Music from Manhattan's Finest - All Night Music's International Media acclaimed vocalist Eric "All Night" Nolan, Winner of the 2008 Hoboken NJ International SINATRA IDOL singing competition. All Night Music's songbook features timeless Jazz classics of Frank Sinatra, Rat Pack Friends and Italian Festival Sing Alongs, as well as popular group Party Dance Jams & Motown Favorites.

Clamfest 2008 is made possible with the generous support of sponsors including Comcast, Seastreak, Dr. Gelcoat Fiberglass Marine Repair, WRAT 95.9, Super Foodtown Food Circus, Frank Rahm Landscaping and Hufnagel Tree Experts.

For more information call 732-291-4713 or visit www.highlandsnj.com.

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