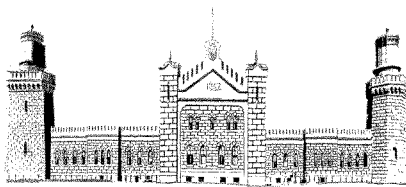


# News•



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*Highlands Business Partnership, Inc.*

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## **AMENDED RELEASE – 7/28/09**

**For Immediate Release: - Media Contact: Carla Cefalo-Braswell, President**  
**Monday, July 24, 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 **15th Annual Clamfest**. The Festival is open August 6<sup>th</sup> – 9<sup>th</sup> at Huddy Park on Bay & Waterwitch Avenues. The Clam Festival, is a four-day action packed event featuring the freshest seafood, live entertainment, thrill rides, games, contests, a wine garden and more. Admission and parking is free, and the event takes place rain or shine.

New for 2009, the 15<sup>th</sup> Annual Clam Fest will feature a Wine Garden with wines provided exclusively by the Holly Crest Winery. There will be presentations from our local Zagat rated restaurant, Doris & Ed’s. Owner Jim Filip, and his landmark seafood restaurant have become living legends in the culinary world. Jim is a self-taught wine connoisseur, that delights in helping patrons select the perfect wine to accompany any dish, Doris ad Ed’s has over 315 wines to choose from. Don’t miss Jim’s presentation in the Wine Garden on Friday, August 7<sup>th</sup>.

The midway will be set up by Tolve Productions and portions of Waterwitch and Bay Avenues will be closed to street traffic to accommodate the specialty vendors marketplace and the succulent food court with many popular Highland’s restaurants such as Bahrs, Beacon on the Bay, Chilangos, Clam Hut, Francesco’s, Lusty Lobster, and Moby’s. These include clams – fried, stuffed, steamed or on the half shell – and soft shell crab sandwiches, shrimp, oysters, crab cakes, lobsters, scallops, chowders, fish tacos, mussels and much more.

Although seafood is the highlight, there will be lots for landlubbers to chow down at the Highlands Fire Department’s BBQ Tent and Twin Concessions. There will be plenty of novelty foods such as the Lions Club Funnel Cakes, Fruit Smoothies, Ice Cream, Cookies and much more.

**--More--**

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## Add One/Highlands Clamfest

As always, the Claddagh and the Driftwood, both at the entrance to the festival on Bay Avenue will be featuring “Happy as a Clam” drink specials. On Thursday, August 6th, 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 Round the House Band will perform. Clamfest hours are 6:00 to 11:00 PM on Friday, August 7th, with entertainment by Side Effects from 6-9pm and the Bob Keaveny Band from 9-11pm. On Saturday, August 8th, beginning at noon, DJ Johnny Jonze will spin until 3:00 PM, when Jon Caspi take the stage until 6:00 PM. The Jonzes Band will perform from 7:00 – 11:00 PM.

Clamfest hours on Sunday, August 9<sup>th</sup>, 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 sponsored by Lusty Lobster and has a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> prizewinner to the person who finishes shucking their Clams first. The rapidly growing ALL YOU CAN EAT CLAM CONTEST will begin promptly at 3:30 pm. This is also a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> 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 will be limited to twenty-five registrants. Registration for ALL Contests begins at 1:00 PM at the Gazebo in Huddy Park and DJ Johnny Jonze will emcee all contests. At 5:00, All Night Music’s International Media acclaimed vocalist Eric “All Night” Nolan, Winner of the 2008 Hoboken NJ International SINATRA IDOL will perform classics of Frank Sinatra, Rat Pack Friends and Italian Festival Sing-a-longs, as well as popular group Party Dance Jams & Motown Favorites.

Clamfest 2009 is made possible with the generous support of sponsors including Comcast, WRAT 95.9, NJ Travel & Tourism, Visitnj.org, Frank Rahm Landscaping, Hufnagel Tree Experts, Shore Point Distributors and Whole Foods.

For more information call 732-291-4713 or visit [www.highlandsnj.com](http://www.highlandsnj.com).

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