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**For Immediate Release:**

**Pails, Prizes, Sand and More...**

**NJ Sandcastle Contest Expects Record Turnout for July Event**

*Save the Date for the 24<sup>th</sup> Annual NJ Sandcastle Contest on July 14<sup>th</sup>*

**BELMAR, NJ (June 11, 2010)** – On July 14<sup>th</sup>, 2010, more than 10,000 sand sculptors and enthusiasts will pile onto Belmar, NJ beach to participate in the 24<sup>th</sup> Annual NJ Sandcastle Contest. The event offers families a free, fun-filled day at the beach, complete with music, refreshments, dance contests, prizes and giveaways.

Participants of all ages are encouraged to step inside New Jersey's largest sandbox, 18<sup>th</sup> Avenue beach in Belmar, to craft unique, one-of-a-kind sand creations, everything from traditional sandcastles to cartoon characters, sea creatures, and mermaids.

Registration and sand sculpting start at 8:00 AM. Participants have until noon to complete their sandcastles and sculptures. Judging will take place from noon until 1:00 PM, followed by an awards ceremony.

Trophies and prizes will be presented to the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners in six categories: 7 & under, 8-11, 12-15, 16 & up, Day Camps and Families. An award will also be presented to the "Best on the Beach."

Local businesses and national sponsors help make this event a success each year by contributing products, prizes and giveaways. Some previous sponsors include: Vitamin Water, Herr Snack Foods, Chap-Stik, Fiji Water, Stop & Shop Supermarket Company, Snapple, Epson, Rita's Ices, Dannon Yogurt, etc. For sponsorship information and/or to make a prize donation to this year's event, contact Michelle Turli at 863-1900 x205 or [mturli@springboardpr.com](mailto:mturli@springboardpr.com).

"Belmar offers the perfect backdrop for the NJ Sandcastle contest," explains Frank Sementa, chairman of the event and owner of D'Jais Beachcomber Grill, the main sponsor. "Each year the footprint of the event spans a large section of the beach starting at 18<sup>th</sup> Avenue and spreading north and south across several blocks. We expect record attendance this year."

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### **About NJ Sandcastle Contest**

Established in 1987, the NJ Sandcastle Contest is New Jersey's largest sandcastle and sandsculpting event. Attracting thousands of families, friends and visitors, the event is held in Belmar, known by sand sculpting enthusiasts to have some of the best sand to create interesting works of art. For more information on the NJ Sandcastle Contest, visit [www.njsandcastle.com](http://www.njsandcastle.com) or [www.twitter.com/njsandcastle](https://www.twitter.com/njsandcastle).

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## SAVE THE DATE: NEW JERSEY SANDCASTLE CONTEST

- EVENT:** 24<sup>th</sup> Annual New Jersey Sandcastle Contest
- LOCATION:** Belmar's 18<sup>th</sup> Avenue Beach  
Belmar, NJ
- DATE:** Wednesday, July 14, 2010
- TIME:** Registration and contest begins at 8:00 AM – 12:00 noon  
Judging: 12 - 1 PM  
Awards Ceremony: 1 - 1:30 PM
- WHY:** Grab your shovels, buckets and bathing suits! The 24<sup>th</sup> Annual New Jersey Sandcastle Contest is set for Wednesday, July 14 at Belmar's 18<sup>th</sup> Avenue Beach. The event is free and open to participants of all ages.
- Three prize places will be awarded in six individual categories: 7 & under, 8-11, 12-15, 16 & up, Day Camps and Families. An award will also be presented to "Best on the Beach."
- There will be giveaways, drinks, snacks, music and more. Visit our website for more information at [www.NJsandcastle.com](http://www.NJsandcastle.com) or on Twitter at [www.twitter.com/NJsandcastle](http://www.twitter.com/NJsandcastle).
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