

AREA TOWNS *continued from page 29*

unique in New Jersey. Whether you're visiting the Bayshore for business or pleasure, there's plenty to do and see. From its northern bay shoreline, to its pristine environmental jewel, Sandy Hook, to its hills and rolling horse pastures, along the Bayshore you'll find a sampling of everything that life at the Jersey Shore has to offer.



Silver Lake in Belmar.

BELMAR

Borough of Belmar

601 Main Street, Belmar, (732) 681-3700
www.belmar.com

Belmar Tourism

Borough of Belmar Municipal Building
601 Main Street, Belmar, (732) 681-3700
ext. 214

www.visitbelmarnj.com

The Borough of Belmar combines small town charm, rural beauty, and a rich community life with an abundance of recreational activities enjoyed by both visitors and residents. Belmar's beaches and one-mile-long boardwalk are open year-round. Spend the day shopping or dining along Main Street, or day fishing on one of the many party boats in the Belmar Marina fleet. Visitors can enjoy swimming, fishing, surfing, paddle boarding, boogie boarding, and kayaking. The memories and tradition of "summers in Belmar" keep college students, twenty-somethings, and families returning generation after generation.

FREEHOLD

Borough of Freehold

51 West Main Street, Freehold
(732) 462-1259

www.freeholdboroughnj.gov

Freehold Township

1 Municipal Plaza, Freehold, (732) 294-2033
www.twp.freehold.nj.us

Downtown Freehold

10 East Main Street, Suite 4A, Freehold
(732) 462-3030

www.downtownfreehold.com

Originally settled by the Lenape Native Americans, Freehold has a rich history and was deeply impacted by the Revolutionary War. In 1778, when the British Army evacuated Philadelphia and were marching towards New York City, they were intercepted by the Colonial Army, and the Battle of Monmouth (one of the largest Revolutionary War battles) ensued. In 1919, Freehold Borough formally separated from Freehold Township. Today, Freehold Borough is

the county seat of Monmouth and is where rocker Bruce Springsteen lived during his younger years. Downtown Freehold's stores and restaurants, Freehold Raceway, Freehold Raceway Mall, and iPlay America are just a few of the attractions located in the region.

HIGHLANDS

Borough of Highlands

42 Shore Drive, Highlands, (732) 872-1224

www.highlandsnj.us

and www.highlandsnj.com

Highlands Business Partnership

140 Bay Avenue, Highlands

(732) 291-4713

www.highlandsnj.com/HBP/index.html

The friendly charm of Highlands appeals to both residents and visitors. With stunning views of the New York City skyline and the Atlantic Ocean, Highlands offers a unique blend of opportunities, from the shoreline to the hills, including biking/hiking/pedestrian trails, fishing, boating, wind surfing, parks, and area beaches. Highlands is home to the historic Twin Lights Lighthouse, a Seastreak Ferry Terminal, and is minutes away from Gateway National Park (Sandy Hook/Fort Hancock Historic District). Visit the marinas, dine along the ocean, or spend the day at the beach.

KEYPORT

Keyport Borough Hall

70 West Front Street, Keyport

(732) 739-3900

www.keyportonline.com

Keyport Bayfront Business Cooperative

70 West Front Street, Keyport

(732) 739-0690

www.visitkeyport.org

Keyport is one of the towns that comprise the Bayshore Region of the Jersey Shore. Thought of as "the pearl of the Bayshore," and located at the foot of Keyport Harbor and Matawan Creek, Keyport is surrounded by Hazlet and Aberdeen Townships and the Borough of Union Beach. In Keyport, you'll find great shopping, antiquing, dining, places to stay, and homes to buy or rent. Keyport is accessible from Highways 35 and 36 and from GSP Exit 117; it is only forty miles from NYC by car, bus, or train, and only twenty nautical miles by passenger ferry to downtown Manhattan.

LAVALLETT

The Borough of Lavallette

1306 Grand Central Avenue, Lavallette

(732) 793-7477

www.lavallette.org

Lavallette Business Association

P.O. Box 335, Lavallette, 1-844-EnjoyLava

www.lavallettebusiness.com

With a nostalgic, hometown feel, Lavallette has been a vacation destination for families for generations and is one of the shore's best kept secrets. Located in the central shore region of Ocean County, and nestled quietly along the barrier island between the Atlantic Ocean and the Barnegat Bay, the town's one square mile boasts nine protected swimming beaches, as well as beaches dedicated for surfing and fishing. Enjoy a bite or a meal or shop until you drop at the many stores and restaurants along Grand Central Avenue. The bay side of town offers docks for fishing, playgrounds, boating, sailing, windsurfing, and more.

MANASQUAN

Borough of Manasquan

201 East Main Street, Manasquan

(732) 223-0544

www.manasquan-nj.com

Manasquan Chamber Of Commerce

107 Main Street, Manasquan

(732) 223-8303

www.manasquanchamber.org

Manasquan Tourism Commission

201 East Main Street, P.O. Box 199

Manasquan, (732) 223-0544

www.squantourism.com

Manasquan derives its name, *Man-A-Squaw-Han* (stream of the Island of Squaws), from the Lenape Indians who summered here for hundreds of years. The town was first settled as a part of Shrewsbury in the late 1600s. Because of its prime Jersey Shore location, it has been an ideal summer resort and year-round community for centuries. For sunbathers, swimmers, and surf fishers, Manasquan has one mile of clean, sandy beaches. Manasquan's thriving business community includes a variety of stores, shops, services, restaurants, and hotel and rental accommodations.

POINT PLEASANT BEACH

Borough of Point Pleasant Beach

416 New Jersey Avenue

Point Pleasant Beach, (732) 892-1118

www.pointpleasantbeach.org

Point Pleasant Beach

Chamber Of Commerce

517A Arnold Avenue

Point Pleasant Beach, (732) 899-2424

or 1-888-772-3862

Email: info@pointpleasantbeachnj.com

www.pointchamber.com

Please refer to our ad on page 32.

The Jersey Shore's premier family vacation resort town! From our mile-long white sand beaches and landmark boardwalk to incredible shopping, dining, and special events, Point Pleasant Beach has it all! Visit our historic downtown shopping district, with numerous retail stores, antique shops, restaurants, and eateries. Fabulous dining and entertainment can be found all over town with dozens of choices, from fine to fun to waterfront and oceanfront dining. Our landmark boardwalk features arcades, rides, Jenkinson's Aquarium, miniature golf, dining, entertainment, and more! Free beach events all summer long including



Point Pleasant Beach