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For Immediate Release:

Sourland Mountain Festival is Back!

Ringoes, NJ (February 22, 2023) – Mark your calendars now, because on Saturday, July 15th, from 3:00 – 8:30 pm the Sourland Conservancy will be hosting its 18th Annual Sourland Mountain Festival! The Sourland Mountain Festival will again be presented by Unionville Vineyards, with a VIP Experience provided by The Ryland Inn and will feature live music, local food, craft beer, wine and spirits, mountain history, and family activities. Proceeds will benefit the Sourland Conservancy, a local nonprofit organization dedicated to protecting the history and ecology of the Sourland Mountain region of Central New Jersey.

Tickets will be available for purchase starting March 1st with early bird pricing. Visit www.sourlandmountainfest.com/tickets to snatch up yours!

The Sourland Mountain Festival consistently offers top music, food, fun and views in the central Jersey region. Co-Chairs, Suzanne Parsons & Alison Kavchok said “our guests will enjoy delicious food and drink from local vendors, be mesmerized by the stunning views and locale of the Unionville Vineyard, New Jersey’s premier, award-winning winery.” and “we are lining up yet another dazzling array of crafts and services vendors, representing artisans from the region which will delight guests.” The spectacular Ryland Inn is back, providing a delicious VIP experience our attendees won’t want to miss!

The Sourland Mountain Festival truly has something for everyone, and this year’s event will offer a wide array of educational exhibits featuring the Conservancy’s partner organizations, which make the Sourland region such a special and important place. The Cool Critters area will host farm animals and amphibians sure to delight young and old and give a glimpse into the rich farming community that encompasses the Sourlands. Guests may pet some of the critters, ask questions of naturalists and farmers, and watch live demonstrations.

Attendees will arrive ready for fun and ready to imbibe in top food and drink, dance, learn, and perhaps leave with a souvenir or three!

Proceeds from the Sourland Mountain Festival will support the Sourland Conservancy’s mission to protect, promote and preserve the unique character of the Sourland Mountain region. The 90-square-mile Sourland region is home to the largest contiguous forest in Central New Jersey. It encompasses a complex ecosystem of forest, wetlands and grasslands, and is home to an incredibly rich diversity of animal and plant species, many rare or endangered. The forest is especially important as a breeding area for migratory songbirds, particularly those who nest only in large wooded areas.

The US Forest service estimates that over one million trees are dying in the region due to an invasive insect, the emerald ash borer. This loss will impact the forest's ability to prevent flooding, filter drinking water, produce oxygen, sequester carbon, and provide critical habitat for threatened and endangered species. The Conservancy is working to plant trees on public and private lands—and protect them from deer browse. Last year, SC volunteers and staff worked with its partners to plant over 10,000 trees in public parks and preserves throughout the region! Visit www.sourland.org.



Attendees of all ages having fun at the 2022 Sourland Mountain Festival.
Photo credit: Richard Paul