

Township gets its acts together for Heritage Day

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NORTH BRUNSWICK — The third annual Heritage Day celebration kicks off tomorrow afternoon with high flying and down-to-earth spectacles.

Among the attractions for the day are skydivers, a hot air balloon, two distance races and hay rides. There will also be booths selling food, arts and crafts, and lots of entertainment.

The day will be celebrated on the North Brunswick Township High School grounds on Raider Road, off Route 130.

Department of Human Services Director Thomas H. Seilheimer said Heritage Day started three years ago as part of Middlesex County's 300th anniversary celebration.

"We had such a good time at ours, we wanted to make it an annual event," said Seilheimer.

This year's event is much more

ambitious than last year's, which attracted about 2,000 people, Seilheimer said.

"This is easily three times as big as last year, so we're hoping to get three times the people," he said.

The township advertised the event across a much greater area than last year. That publicity managed to attract the McDonald's blimp, which will fly over the site some time during the day.

McDonald's officials "called us out of the blue the other day," Seilheimer said, "literally out of the blue."

The cost of advertising has been defrayed by a state grant, which will reimburse the township for half the cost of publicity, Seilheimer said.

The day will start with a 5 kilometer run at 8 a.m., followed by a Button Run at 9 a.m. and a 10 kilometer run at 9:30 a.m.

The official opening of Heritage Day will be at noon, followed by a performance by the First Highland Watch Bagpipes. The day ends at 8 p.m. with fireworks over the football stadium.

Among the entertainment scheduled to perform are the Sweet Adelines, German Folk Dancers, the George Krauss Oompa Band, the Peppermint Puppeteers and Italian Folk Dancers.

Seilheimer said there would be 23 crafts booths, 12 game booths, 17 food booths, as well as other types of displays.