

KRVC

Kingsbridge Riverdale Van Cortlandt



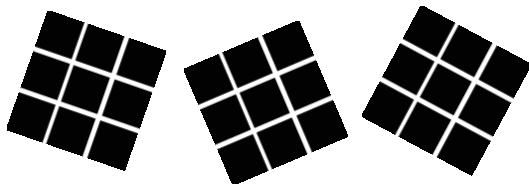
**Development
Corporation**

Johnson Avenue Block Festival

Sunday, November 10, 2013

12 noon - 4pm

**Johnson Avenue
235th - 236th Street
Bronx, New York 10463**



Block Festival Promo Media Events

On Friday, November 1st and Tuesday, November 5th, a group of organizers, performers and sponsors gathered on Johnson Avenue, to promote today's **Block Festival**. The promotional events included a festival "sneak preview" with live music by members of **Seeing Voices** and special stunts by clown, **Adam Auslander**. The events also featured an art preview by **Elisa Contemporary Art** and a big favorite was **Menchie the Frozen Yogurt Cone!** Event organizers and sponsors were also on hand, distributing post-cards to promote the event under an eye-catching red tent decorated with promotional banners and balloons.

Check out these great photos:



Photos of our Promo Events featuring Menchie, Adam Auslander performing for a crowd of kids, Seeing Voices, Art Preview and NYS Assemblyman Jeffrey Dinowitz, being interviewed by News 12.

The Promo Media Events were just one component of the massive promotional campaign for the Block Festival which included local newspaper ads, news releases, electronic outreach, social media, printed materials and much more!

Festival Schedule

On the Main Stage:

12:00 noon—Rockin' Railroad from Kidville

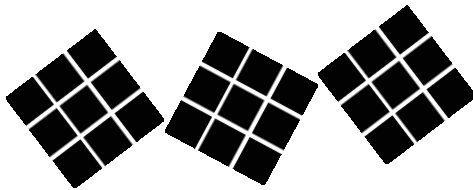
12:30 p.m.—ABADA-Capoeira Bronx (ACBX)

1:00 p.m.—Seeing Voices

2:00 p.m.—The Cynthia Soriano Quartet

3:00 p.m.—Riverdale Children's Theatre

3:15 p.m.—Shane O Sullivan - Moakland



12 noon - 4 p.m.

- carnival games
- original art exhibits
- live musical performances
- merchants will be displaying their goods and services
 - stilt walkers and fun characters will be entertaining the kids
 - face painting and hair spraypainting
 - delicious food will be available
- spa services, real estate advice, health and wellness education & more!

Main Stage Entertainment

Seeing Voices



Singer/songwriter **Suzanne Hockstein** and guitarist **Richard Hockstein** have been writing and playing music in bars and clubs around NYC for many years - performing in CBGB's, The Cat Club, The Bitter End, Kenny's Castaways, The Continental, The C Note, Don Hill's and countless others . They are also regular performers at An Beal Bocht Cafe in Riverdale. Their more notable groups over the years have included Cult Failure, When Worlds Collide and currently Seeing Voices. Their music has been described as blues tinged psychedelic rock or even Blondie meets the Yardbirds. Suzanne has a strong melodic voice, an engaging stage presence and a deep often introspective lyrical sensibility. Richard wears his blues/rock influences squarely on his sleeve and strongly believes in little amps turned up loud.

Seeing Voices (cont.)

Steve Giordano started playing bass at 16 in all the clubs on that well known strip of Bleecker Street (Greenwich Village) with characters like David Peel and the Lower East Side, "Tuneful" June Dafgard, Terry Mann, and harmonica/vocalist supreme, the late "Motor City" James. Many legendary characters dropped in to do guest spots like Buzzy Lindhardt, Tuli Kupferberg (of the Fugs), Maruga (Santana), Steve Martin (The Left Banke) and Les Braunstein (Blue Oyster Cult). After several years of playing blues, folk, and 60's rock tunes, he formed his own punk/new wave band called "Teenage Furniture." They played at clubs including Max's Kansas City, CBGB's, Great Gildersleeves and Trax. Steve has collaborated on three film soundtracks - including one featured at the Telluride film festival and another which received multiple Emmy nominations.

Joe Guzzardo has been playing with Seeing Voices for most of the 21st century. Joe is fluent in rock, jazz, pop, latin and hip hop styles and has an excellent sense of dynamics. And while he is a lawyer by day, he is a true drummer by night.

See their website for more details about their latest album "Rumbletrut"
www.seeingvoices.net



Seeing Voices pictured above when they performed at our Spring 2012 Johnson Avenue Block Festival.

Main Stage Entertainment

The Cynthia Soriano Quartet



Voted the "People's Choice" in the 2010 Jazzmobile Vocal Competition, Native New Yorker **Cynthia Soriano** is a performer that truly captivates her audience. Most recently, Cynthia appeared as an invited guest in the 2013 Pittsburgh Jazz Live International Festival. Locally, she has graced the stages of premier Jazz venues such as Smoke, Smalls, Dizzy's Coca Cola Club, Lenox Lounge, Zinc Bar and other music rooms in the metropolitan area. It is no surprise that she is a favorite on the New York Jazz scene. Her rich tone and impeccable phrasing echo with the influences of Carmen McRae, Abbey Lincoln, Shirley Horn and Billie Holiday.

Grammy award winning bassist **Phil Palombi** is "one of the most sought after young bass players," according to Steely Dan tenor saxophonist and renowned jazz musician Walt Weiskopf. Since moving to New York City in 1997, bassist Phil Palombi is slowly but surely moving through the ranks of the New York Jazz elite. His resume now includes recordings and/or performances with Michael Brecker, Billy Hart, Joe Lovano, Dave Liebman, Etta Jones, Maynard Ferguson, Chris Potter, Rich Perry, Curtis Stigers, Toshiko Akiyoshi, Lew Tabackin, Chucho Valdes, Mark Turner, and The Village Vanguard Orchestra to name a few. In addition to performing, Phil also has a passion for teaching that includes presentations at the International Society of Bassists convention in 2005, 2007, and 2009, numerous master classes at colleges around the world (most notably Eastman School of Music), and four articles written for Double Bassist Magazine. www.philpalombi.com



Originally from Philadelphia, **Ben Paterson** spent his younger years studying both classical and jazz music. Starting in 2005, Ben was honored to work as pianist for NEA jazz master Von Freeman, performing with him regularly until Von's passing in August 2012. In addition to regular club dates around town, Ben's work with Von included performances at the Chicago Jazz Fest,

The Cynthia Soriano Quartet (cont.)

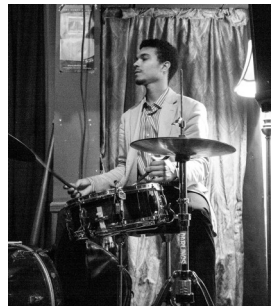


Symphony Center, Millenium Park, The Jazz Showcase, and The Green Mill. Under his own name, Ben has performed at the Chicago Jazz Festival as both a solo pianist and with his Organ Quartet. Other notable performances with his own groups include headline appearances at the Green Mill and Andy's Jazz Club, as well as multiple shows at the Chicago Cultural Center and Hyde Park Jazz Festival. Since moving to New York in April of 2013, Ben has already performed at premier Jazz venues including

Smoke Jazz Club, Zinc Bar, Showmans, and Fat Cat to name a few, working with the likes of Brianna Thomas, Jason Marshall, Milton Suggs, Marianne Solivan, Patience Higgins, Myron Waldon, Adam Rongo, and many others. Other notable collaborations include performances with Red Holloway, Guy King, Eldee Young, Henry Johnson, Corey Wilkes, Dave Specter, Ernest Dawkins, Kimberley Gordon, The Chicago Jazz Orchestra, Sabertooth Organ Quartet, and Isaiah Spencer. Ben has also performed at the 2010 Montreal Jazz Fest, the 2006, 2009, and 2013 Chicago Jazz Fests, the 2007, 2008, and 2011 Chicago Blues Fests, as well as shows in France, China, Switzerland, Mexico, Sweden, and Taiwan. Ben currently has 2 piano discs out, *Breathing Space* and *Blues For Oscar*, and is scheduled to release a 3rd on the MAXJAZZ label this fall. Also keep an eye out for his debut Organ CD scheduled for release in Spring of 2014. www.BenPaterson.com

Native New Yorker **Charles Goold** began playing the drums at the age of 8 years old with just a snare drum, a hi hat cymbal and a pair of brushes playing along to his father's old jazz records. After studying with the great Leroy Williams, drummer for pianists Thelonious Monk and Barry Harris, Goold went on to start playing professionally with his father Ned Goold, saxophonist and musical director for Harry Connick Jr., at age 14 in one of New York City's premier jazz clubs, "Smalls".

From here he began to play with different artists around New York City before attending Berklee College of Music in 2009. Since moving back to New York City, Goold has started to make a name for himself amongst his generation for his melodic style, strong sense of groove and ability to swing. He currently plays with his father Ned Goold and with pianist Johnny O'Neal.



Main Stage Entertainment

Moakland

Moakland is a traditional Irish group comprised of people from both sides of the Atlantic. Three expressive musicians make up Moakland... Shane O Sullivan, Donie Ryan and Matt Mancuso.

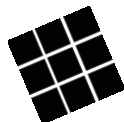


Shane O Sullivan has a variable background in percussion and guitar. The same variety applies to his playing styles, having performed and recorded with artists like John Doyle (Joan Baez, Tim O'Brien), Dirk Powell (Cold Mountain), Cillian Vallely (Lunasa)... to name a few.

Matt Mancuso, having graced the Lord of the Dance stage, continues to be a most valued player for artists like Cathie Ryan and Grada.



Donie Ryan, being one of New York's most intricate banjo players, is well known for his talents in the New York songwriter's circle, having played with artists like Michael Brunnock and Mr. North. Together they created Moakland and continue to present a smooth flavor of Irish music. You can hear them every Sunday afternoon from 4-7 p.m. at An Beal Bocht Cafe in Riverdale.



Main Stage Entertainment

Enjoy wonderful entertainment
on the main stage
by these groups as well:



ABADÁ-CAPOEIRA BRONX
Culture + Exercise + Community



Audio and Technical Production Services
for the Johnson Avenue Block Festival
provided by



Wil Barker, Founder/Owner
154 Commercial Avenue
New Brunswick, NJ 08901
732-937-9301
www.communitysoundlive.com

Original Art

Riverdale Art Association



Riverdale Art Association

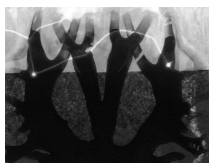
The Riverdale Art Association is a group of artists who share their work and their love of art with each other and the community. Open to all skill levels, the Association provides an opportunity for both professionals & amateurs to exhibit their work together, creating a sense of community where new avenues of creativity can be explored and expressed. A number of group exhibits are sponsored each year. Opportunities for solo exhibits are also available. The Association website provides galleries for members, helps them connect with other artistic resources & exhibit opportunities, and publicizes their current activities. Both peer review & professional critique are available. Monthly meetings include discussions, guest speakers, hands-on workshops and member-led demonstrations. Membership is \$30 for the calendar year. Meetings are held on the 2nd Tuesday of the month from September through July in the community room of The Atria at 3718 Henry Hudson Parkway, Bronx, NY. All meetings are open to the public. For more information, visit our website at www.riverdaleartassociation.org

Riverdale Art Association Artists Featured at today's event:



Bob Robinson—Art has been a part of his life from a very early age. Studying at the Parson School of Design, the Pratt Institute and NYU, he has worked many years in the advertising world, but his first loves are painting & etching.

Carol Frank—Collage artist and painter who has exhibited her work extensively in the area.



Brian Allan Skinner— Trained in traditional media of oil-on-canvas & watercolor, he is now working almost exclusively in digital media, his work then rendered on watercolor papers or canvas. He exhibits in galleries in & around New York City & upstate New York as well.

Beverly Joachim Barker—A student of landscape photography at Wave Hill, she also works in fibre arts, embroidery & beadwork, exhibiting in several venues in the area.



Original Art

Riverdale Art Association

Riverdale Art Association Artists Featured at today's event (cont.):



Lorraine Cantori-Trovato—With degrees from The School of Visual Arts, NYC & Lehman College-City University of New York, she has been doing extensive research on the automobile industry & the architecture of Detroit, Michigan. Her paintings seek to capture the essence of a movie theater that no longer exists & automobiles that are not seen every day.

Joan Brown Levine—Having studied in art programs at the Parsons School of Design, Bronx Botanical Garden & F.I.T. her watercolors & acrylic paintings have appeared in numerous exhibits & galleries in the area



Olga Kitt—listed in "Who's Who in America" she has studied at Queens College, NYU, Art Student's League & Hans Hoffman School. Her current work is now in a graffiti style and may be seen in many galleries & exhibits throughout the area.

Laraine Pearson—A painter who likes to experiment with colors, textures, temperatures, and shapes. Her works can be direct, metaphorical, playful & interpretive as she builds a strong connection with her subject.



Joyce Dutka—Curator of Gallery 18 at the Riverdale Y, she has exhibited her work extensively. Her work includes sculpture, painting, photography and jewelry design.

Aija R. Sears—The grandest art is found outdoors in nature. I find the most pleasure in meandering, observing, and then using the shapes, rhythms and curves to inspire my work. I'm trained as a botanical illustrator, but am exploring digitally scanned images of natural objects.



Esther Wallach—An award winning artist in watercolors, her work in impressionistic style employs vivid coloration; her projects in oils: vibrancy and spirit. Her subject matter includes florals, landscapes & abstracts. She has studied at the Art Student's League in NYC and the Vero Beach Museum in Florida & has exhibited her work in both New York & Florida.

Original Art

Elisa Contemporary Art



Elisa Contemporary Art was launched in November 2007 by Lisa Cooper. Our Riverdale Gallery was opened in Sept. 2008. We have just celebrated 5 years as Riverdale's only Contemporary Art Gallery.

The gallery mission is to present art that transforms our lives and positively impacts the lives of others. We have created exhibits and events that have been featured in publications including: American Art Collector, Hamptons Cottages & Gardens, New York Spaces, Ocean Home Magazine, Dwell, the New York Times and been selected as top picks by NYC Arts, and WCBS. We have also participated at Art Fairs in New York, the Hamptons and Miami, and curated over 12 public art spaces and private events in the Tri-State area including the 2013 Designer Showhouse in Westchester and an apartment staging at 11 Riverside Drive in NYC. A portion of every gallery sale is donated to charities helping underserved communities heal through art. We support Free Arts NYC, Arts to Grow and Art Therapy Outreach Center.

Artists Featured at today's event by Elisa Contemporary Art:



John Conn got his start as a Marine Combat photographer, and later earned his BFA at the School of Visual Arts in New York. As a freelance photographer, he has captured a range of subjects, photojournalism, landscapes, architecture, underwater images and he has

been published in The New York Times, American Photographer, Nikon World (just to name a few). His iconic New York City Subway series photography is part of the permanent collection of the Museum of the City of New York. In 2010, John spend 45 days in Antarctica and Patagonia photographing the landscapes and icebergs.

Internationally-recognized as a painter, sculptor, and educator, **Elaine Galen** has created an intimate dialogue with nature, using the painting process to explore its mystical, surreal and the spiritual aspects. Elaine's landscapes are both perfectly abstract and wildly expressionistic. Her landscapes capture the



emotional intensity and ever-changing moods of nature where light and color are in constant transition. Elaine Galen's artwork was part of the 1962 Whitney Museum Biennial and is in the permanent collections of the Neuberger Museum of Art; the James A. Michener Museum Musee Rigaud, France; Israel Museum, Jerusalem; Wellsley College, Yale University, Smith College; Concordia College.

Original Art

Elisa Contemporary Art

Artists Featured at today's event by Elisa Contemporary Art (cont.):

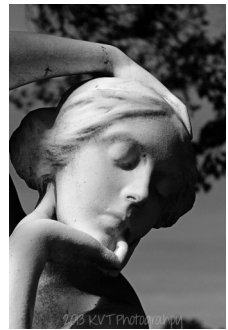
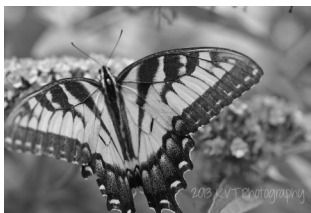


In **Sharon Gordon's** landscapes, you can feel her deep connection and passion for the ever-changing nature of large bodies of water, and the mystery and promise of the horizon. The view imposes a presence, a meter, balancing human scale and condition as a piece of a larger perspective. Sharon's paintings balance delicately on the fine line between abstraction and representation. What is a threatening sky to one viewer becomes a turbulent sea to another; what strikes one as serene instills anxiety in another. Sharon's landscapes are infused with an emotional power and sense of harmonious tension that is uniquely her own vision. Sharon has been featured in gallery exhibits throughout the US since 1998 including participation in the Everson Museum of Art Biennial in Syracuse. Her work has also been seen in films and TV including 30 Rock and Game Change.

Also Featured at today's Festival

A Local Photographer whose works have been displayed at An Beal Bocht Café.

Kristina V. Thorstenson is a lifelong Riverdale resident who fell in love with photography at the age of 15. She purchased her first SLR camera at the age of 16 and has been chasing her creativity ever since. She currently is passionate about photographing older cemeteries from the 1700s and 1800s as well as a variety of abandoned locations and is perpetually investigating new locations to explore and document. Other photographic genres of interest include nature and macro photography. Kristina also enjoys working in the fiber arts and makes needle felted oddities. When Kristina is not out with her camera exploring she can be found working at a local nursery school and raising her amazing teenage daughter. www.kvtphotography.com



Professional Street Performers!



Adam Auslander, Street Performer, Actor and Filmmaker, trained with the Ringling Bros Clown College and toured with their Red Unit on Gunther Gebel-Williams' farewell tour. Since then his career highlights include performing at Carnegie Hall, Lincoln Center, annually

with the Macys Thanksgiving Day Parade, the world renowned Halifax Buskers Festival, and the Big Apple Circus Clown Care Unit. His TV and film credits include Late Show with David Letterman, Late Night with Conan O'Brien, The Rosie O'Donnell



Show, Saturday Night Live, Law & Order Criminal Intent and The Hoax. In the theater, he has been directed by David Shiner in Pomp Duck and Circumstance and Mark Ruffalo in Naked and Hate Free. His award winning film 'The Thin Blue Sign' can be seen on YouTube.

adamaus@aol.com



Dawn Jones is an actress who entertains at parties, street fairs and special events for kids, adults, etc. Dawn is a clown, face painter, stilt walker, balloon animal maker, etc. Dawn is a graduate of **Ringling Brothers and Barnum & Bailey**

Circus Clown College and Northwestern University's theatre program. She is a veteran performer and has been entertaining at parties since 2000.



Send in the Clowns!

Food

Blue Bay

Sodas, Water, Hot Dogs, Souvlakis, Burgers, French Fries, Salads

Cumin Indian

Lunch/Dinner Plate: chicken tikka masala, rice, samosa, and nan bread with a choice of soda

Hunan Balcony

Egg Rolls, Sesame Chicken, Scallion Pancakes, Fried Rice, Lo Mein noodles

Menchie's

Frozen Yogurt and More!

Metate

Chicken and Beef fajitas as well as flautas.

Liebman's Deli

Hot Dogs, Knishes, Soda and Water

Nam Thai

Spring Rolls, Pad Thai Noodles, Thai Fried Rice, Sauteed Chicken

J. Jade

Vegetable Roll, Spring Roll, Dumplings, Thai Style Sweet and Sour Chicken, Noodles, Assorted Sushi Rolls

Mother's Bakery

Assorted Baked Goods

Starbucks

Coffee and Pastry Samples

Exhibits & Merchant Specials

- ❖ Join **BedRock Preschool** for some fun carnival festivities: bean bag toss, duck pond "fishing," knock the cans, and toss the ring game with vintage coke bottles. Children will also enjoy sculpting homemade play dough and bubble machine. Free carnival prizes will be available!
- ❖ Celebrate autumn with **Kidville**. Make large watercolor fall leaves and turkeys!
- ❖ Be sure to take a great photo at **Menchie's** with the Menchie the Frozen Yogurt Cone!
- ❖ At the **COUNTRY BANK** Booth there will be information on TEACH KIDS TO SAVE . Country Bank offers a savings account which children can open and save . Country Bank will also have information on the Prime Savings Account which is a high yield savings account. Details on both accounts and other types of accounts will be located at the Country Bank Booth. At the booth will also be give -aways such as jar openers, tote bags and other items. In addition, Country Bank has donated a \$50 American Express Gift Card for the raffle that will be held at the fair.
- ❖ Meet **Right at Home** Bronx owner, Enrie, and receive a free "Home Safety Checklist".
- ❖ **Gentle Hands Veterinary Clinic** will hold an open house!
- ❖ **50th Police Precinct** - Don't miss a hand shake and photo op with **McGruff the Crime Dog!** Also, be sure to stop by and take advantage of the NYPD's Safe Child Machine where you can have your child fingerprinted and receive an identification card.
- ❖ **Purple Mango's** earrings, necklaces and pins, all handmade by a local artist, are sure to be a big hit!
- ❖ Get your hair colorfully spraypainted by **Touch of Sun Salon!**
- ❖ **TCR** will have a massage therapist at the event, giving 2 minute chair massages. Relax and Enjoy!
- ❖ **Montefiore** will offer free blood pressure monitoring.
- ❖ Be sure to stop by the **Riverdale Music Studio** Exhibit! Riverdale Music Studio offers private lessons in piano, violin, guitar, voice and viola for all ages. Lessons are taught by experienced teachers and accomplished performing and recording artists in the field of jazz, classical and popular music.

Exhibits & Merchant Specials

- ◆ Enjoy a fun Spin Paint Activity with **Premium Therapy!**
- ◆ Special Sale for the day at **Scruples!** Buy one, get the second one half off!
- ◆ One of our favorite sponsors, **Weichert, Realtors-House & Home**, is also sure to have a great exhibit.
- ◆ **Arbonne Exhibit** - Arbonne is a 33 year old premium brand with a Swiss heritage (now manufactured in the US!). Their products -- over 500 consumable products from Anti-aging to shower gels and skincare to make-up and nutritional protein shakes and vitamins -- are healthy, botanically based and inspired by nature. Arbonne is committed to unparalleled products free of harmful and toxic ingredients (no parabens, no petroleum based products nor fragrances) using a combination of botanical principles and scientific discovery. They have product lines for babies, teens, men and women. All new clients who sign up at the Block Festival will receive Preferred Client membership for Free (\$20 value) and a chance to win a Pampermint Footcare gift set (\$50 Value!)
- ◆ **The Allen Hospital** - Information & registration for mynyp.org, a free service to safely store and share health information on line. Flu prevention and infection control education & information. Breastfeeding nutrition education & information.



Don't miss any of these great exhibits!

Raffles & Donations



Throughout today's festival, which has free admission and many activities to enjoy for free, organizers will be collecting donations and selling raffle chances for these great prizes and more. We can't continue to produce these events without your support so please be as generous as you can!

Kidville - a free class for the winter semester with a silver membership. The value of this is \$500.00.

Country Bank - Gift Card!

Riverdale Music Studio - one voice lesson (30min) plus a CD - \$50 value!

Gift certificate to **Cumin** restaurant.

Gift card for blow out at **Shear Bliss**.

Gift card for **Marilyn Jewelers**.

3 gift cards for haircut, color, blow out from **Eco Salon**.

The **Riverdale Art Association** is offering several one-year memberships (each one a \$30 value). Membership is for the calendar year: January 1st through December 31st 2014. Whether you are an artist or an art enthusiast, Association meetings provide lively discussions, lectures, demonstrations, & workshops. The Association website provides gallery pages for each member and information on exhibits around the area. Riverdale Art Association member Joan Brown Levine has donated a watercolor print & a set of four cards depicting a scene in watercolors. Each card in the set showing the scene in a different season. An award-winning artist, her work is currently on exhibit at the Riverdale/Yonkers Society for Ethical Culture on Fieldston Ave. Riverdale Art Association member Beverly Joachim Barker has donated 2 photographs, matted & suitable for framing. A landscape photographer, her work is currently on exhibit in Gallery 18 at the Riverdale Y, at the Riverdale/Yonkers Society for Ethical Culture, & the 15th Annual Hudson View Gardens Art Show.

Team KRVC!

Building a Better Community 1 Block at a Time!



Today marks KRVC's tenth block festival in just over three years! These festivals have evolved into enormous events, which have been supported by more than 100 businesses and organizations, attended by thousands of people from and outside our community and covered extensively by the media. This is the second festival KRVC has organized on Johnson Avenue. This was also the second festival we've planned using our new website as a key tool for our promotion and sponsorship recognition. The festival was profiled on the website with detailed descriptions of all of the day's offerings, including a page with business exhibits. The festival sponsors are acknowledged in several places on the website and profiled in the business directory section of the website.

www.krvcdc.org

Team KRVC (cont.)

Key Festival Organizers Include:



Serving her community has always been **Tracy McCabe Shelton's** passion. In April 2010, Tracy took over as KRVC's Executive Director with extensive experience in the public interest and strong community ties and involvement. In her three year plus tenure at KRVC, she has developed an ambitious and extensive program of activities, initiatives and events for the organization and our community. Prior to becoming Executive Director of KRVC, for nearly two decades, Tracy worked for the New York Public Interest Research Group/NYPIRG as a Consumer Attorney. Tracy moved to Riverdale in 2002 with her family. Tracy served as co-President of the Parents Association of PS 24 for four years (2005-2009) and as the Auction co-Chair for the Bronx High School of Science for two years (2012-2013). Tracy is also currently serving once again as co-President of the PS 24 Parents Association for the 2013-2014 school year. Tracy oversees all aspects of the planning, programming and fundraising for these festivals.



Linda Manning is an award-winning playwright, screenwriter, and actor. Most recently her screenplay Learning to Drive was the Grand Prize winner of 2013 StoryPros Awards Screenplay Contest. In June of this year she played the role of Kim in a new feature film, Subways, produced by Novo Novus Productions. Her new play, Bite The Apple, was produced in August, 2012 as part of the New York International Fringe Festival. The play was developed and staged in February 2011 as part of the New Adaptations for the Stage workshop at The Directors Company in NYC. In 2011 she received a BRIO Award from the Bronx Council on the Arts for her screenplay Learning to Drive. In 2007 her play GUY was a semi-finalist for the Eugene O'Neill Theater Center National Playwrights Conference. Linda has been a resident of Riverdale for fourteen years and has been actively involved in the community through volunteer work at her children's schools and other community events. In the spring of 2010 Linda began producing and hosting a regular jazz series in Riverdale. www.LindasJazzNights.com. Linda works with KRVC to produce community events in the Bronx as an Entertainment Consultant. Her primary responsibility for these festivals is the programming—live music and street performers.



Farrah Rubin grew up in Riverdale, attending Riverdale Country Day School. She returned 14 years ago and lives here with her husband and two children. Farrah has over 20 years of experience in the garment industry. She ran the family business, Silk Club, specializing in Men's and Woman's clothing. Farrah was responsible for many facets of the business including Sales, Design, Product Development, and business management. After 20 years in the business, Farrah took time off to dedicate to her kids, their school, and the Riverdale community. Farrah is the current PA Co-President at her kid's school PS 24. Her focus is on doing fundraising for enrichment programs, grant proposals, event planning, installing new Green Initiatives at the school, and Community Outreach. Farrah also serves as the Treasurer for the Board of Directors of KRVC and for these festivals she focuses on fundraising and sponsor development.



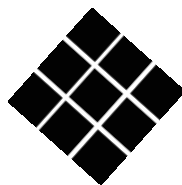
Shari Hall, Program Assistant, joined KRVC in October 2008 with a public relations and marketing background. Ms. Hall currently manages the day-to-day operations of KRVC. A former Kingsbridge native who moved out of the area and then returned to Riverdale to raise her family of two daughters, Ms. Hall is very committed to our community. Both of Ms. Hall's daughters are PS 81 graduates. In addition to her personal and nostalgic interest, Ms. Hall is also vested in revitalizing this neighborhood so it continues to be a viable place to live in the Bronx. She believes that preservation and development of the local stores, businesses and schools are vital to the survival of any community. Through the efforts of KRVC and like-minded organizations, she hopes we can obtain this goal. Shari handles logistics and permitting for these festivals.

Thank you State Senator Jeff Klein!

We are grateful to the support we receive from all our sponsors, elected officials, Community Board 8 and the 50th Precinct. These festivals would not be possible without that broad base of support. However, State Senator Jeff Klein stands out as a huge supporter of our work. He recently allocated \$100,000 in capital funding which will enable KRVC to purchase a portable stage, sound system, inflatable rides, tents, popcorn and candy machines, etc. for our festivals. With this funding, we have already purchased a giant 20 foot movie screen, which we used this summer for our movie night series. The funding will even enable KRVC to purchase a large vehicle where we can store and transport all of our new equipment!



Photos taken at our July 2013 movie night in Vinmont Park in North Riverdale where we debuted the movie screen KRVC was able to purchase with Senator Klein's generous funding allocation.



Celebrate the Beauty of our Community with KRVC!



The Kingsbridge-Riverdale-Van Cortlandt Development Corporation/KRVC is dedicated to supporting and building our community through all our initiatives, proposals, programs and activities.

We invite you to find out more about who we are and what we do by visiting our new website and attending the following event:

KRVC Presentation & Public Meeting

Monday, November 18, 2013 at 7pm
Sotheby's International Realty,
3732 Riverdale Ave., Bronx, NY 10463

[home](#) [about](#) [events](#) [news](#) [programs](#) [business directory](#) [neighborhood](#) [useful links](#) [contact](#) [donate](#)



Building a Better Community 1 Block at a Time!



Check out our beautiful new website at:

www.krvcdc.org

Don't miss our **Biz News** and **Nab News** Sections and be sure to **contact us** to post your comments on our

Blog Blabber Blog.

We are anxious to hear from you!

LINDA'S JAZZ NIGHTS

Presenting
World-Class
Jazz Concerts

www.LindasJazzNights.com

**Wed, November 20th
Peter Bernstein and Rale Micic
at Connaughton's in Riverdale**



**Wed., December 4th
The Akiko Tsuruga
Quartet
An Beal Bocht Café
Riverdale**



Reservations and Tickets
LindasJazzNights.com

*Wishing Johnson Avenue another
successful Block festival!*



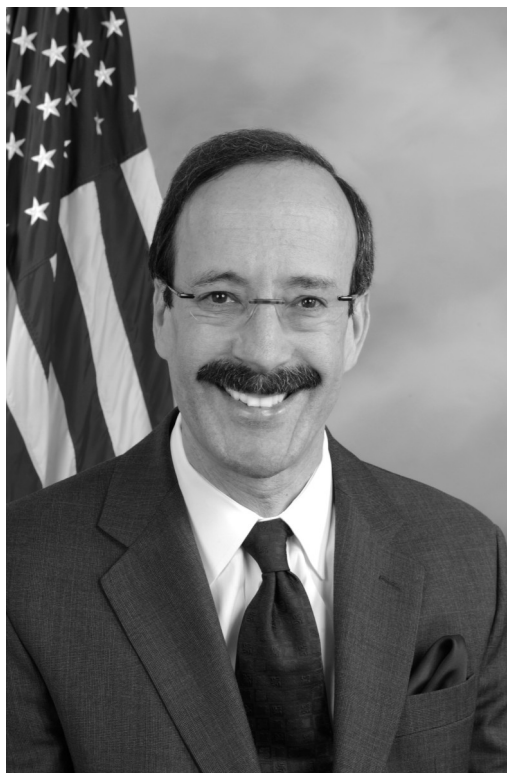
**New York State Senator Jeff Klein
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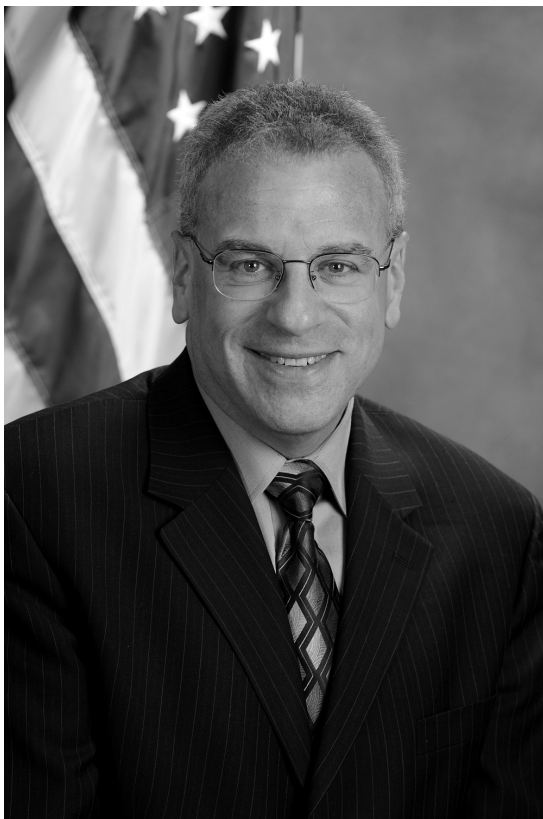
PAID FOR BY JEFF KLEIN FOR NEW YORK



*Congratulations to the
**Kingsbridge-Riverdale-Van Cortlandt
Development Corp./KRVDC**
On another great event
At the Johnson Avenue Street Festival*

**CONGRESSMAN
ELIOT ENGEL**
16th Congressional District

Paid for by Engel for Congress



New York State Assemblyman Jeffrey Dinowitz

3107 Kingsbridge Avenue

Bronx, NY 10463

718-796-5345



Assemblyman Dinowitz pictured left with Jane Potter, owner of Menchie's and Festival Sponsor, and Menchie the Frozen Yogurt Cone at the Festival Promo Event on November 1, 2013. KRVC is grateful to the Assemblyman and all our sponsoring elected officials.