

**KRVC**

*Kingsbridge-Riverdale-Van Cortlandt  
Development Corp.*  
[www.krvc.org](http://www.krvc.org)

**North Riverdale  
Merchants & Businesses**

Elisa Contemporary Art  
[www.ElisaContemporaryArt.com](http://www.ElisaContemporaryArt.com)

changing the world through art



## News Release

For Immediate Release:  
Friday, March 18, 2011

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### **North Riverdale Businesses Bring in the Spring with a Celebration of the Color “Orange!”**

On Friday, March 18, 2011, merchants and community members joined together to announce a special promotion that will take place this spring in North Riverdale. At an event held at Elisa Contemporary Art Gallery, merchants showcased the items and services they will offer discounts on this spring as part of a Celebration of “Orange!” promotion. The special offers are detailed on the attached poster and coupon sheet. They include an exciting, vibrant show at the Art Gallery featuring the bright, energetic color orange; discounts on carrot cake, orange tulips, highlights, selected liquors, pet services and special pricing on orange stone and gemstone jewelry.

This exciting celebration of the color orange was inspired by Lisa Cooper, the owner of Elisa Contemporary Art. According to Lisa, “While I was researching and creating my new gallery exhibit, Orange!, I realized that this would be a great opportunity to get other merchants and services in the community involved. I sent out a pitch letter with some key ideas and several businesses quickly signed on. We’re launching this community celebration – also timed with the start of spring today. I’m excited about the power of Art and color, to help bring people and businesses together!”

Ms. Cooper, as well as all the business owners participating in this special cross-promotion, is an active participant in the recent initiative to organize the businesses of North Riverdale. This initiative, which will soon bring about a merchants and business association, was spearheaded by the offices of State Senator Jeffrey Klein and the Kingsbridge-Riverdale Van Cortlandt Development Corporation/KRVC.

“Over the past few months I’ve worked with the Kingsbridge-Riverdale-Van Cortlandt Development Corporation (KRVC) and North Riverdale Merchants to build a merchants association that can have a powerful and positive economic impact in the community. Special offers and promotions are a great way to get the community excited about shopping locally and a clear example of the benefits of having a merchants association,” said Senator Jeff Klein (D-Bronx/ Westchester).

One of KRVC’s major initiatives is to organize merchants throughout the community they serve including the merchants of Riverdale (north and south), Marble Hill and Woodlawn. KRVC also plans to reach out to the merchants of Kingsbridge (businesses that are not included in the Kingsbridge Business Improvement District/ BID) and Kingsbridge Heights.

“Our entire community will benefit by bringing merchants together into associations. Organized merchants have the means to do special promotions like this one, hold events, create websites, beautify our streets, fill empty spaces, address issues they may be facing and so much more. Strong commercial centers enrich our entire community. KRVC is very excited to lead these initiatives throughout our community to bring our merchants together,” said Tracy Shelton, Executive Director, KRVC.

In North Riverdale, the initiative to organize the merchants has been supported by many organizations and offices. The meetings have been held at the Riverdale Neighborhood House/RNH and have been attended by Daniel Eudene, Executive Director, RNH.

Mr. Eudene also attended today's event where he had this to say: "The celebration of "orange" is a wonderful activity for our local businesses to show off the many items available right here in Riverdale. As community members do more of their shopping locally, we will see the economy strengthen along with the added benefit of helping reduce the overall "carbon footprint" as we make fewer trips outside of Riverdale."

Community Board 8 has been a strong supporter of all the initiatives launched by KRVC in recent months and especially the effort to organize merchants. KRVC works closely with the Economic Development Committee. This event was attended by Maria Khury, Chairperson of the Community Board 8 Economic Development Committee.

"This is the kind of event that we hope will enhance the economic well being of our local business community. This initiative which engages the Merchants of North Riverdale will encourage business growth and ensures an economic foundation that will sustain the desired quality of life for our community members," said Ms. Khury.

The highlight of the event was the art gallery show and the other colorful samples of the special promotions the businesses of North Riverdale will be offering this spring. Several merchants and community members attended to celebrate this exciting Orange! Promotion.

# Orange!

March 18 - May 16, 2011

*Orange!* will feature a variety of artistic expressions using this bright, energetic color. In their varied and creative ways, our artists interpret and celebrate the hues and ranges of this vibrant color.



Stop by the gallery to learn some fascinating facts about this color and see the artwork of:

Portland Artist, James Minden

Taiwan-born artist, Amy Cheng

Canadian artist, Marie Danielle Leblanc

Los Angeles Flow Painters, Suzan Woodruff and Kimber Berry

Shanghai-born artist, Mimi Chen Ting

California Artist, Vanessa Ryan

Carbon Smoke artist, Wayne Zebzda



From April 1-16, we'll also be highlighting the artwork from Students in the Arts to Grow Fall 2010 program at Riverdale Neighborhood House.

A **special reception** will be held on Friday April 1st from 5:00 - 7:30 pm.

We're delighted to share that several other North Riverdale businesses will also be joining in with special offers and promotions inspired by the color

**Orange.** To get a full listing, stop by **Elisa Contemporary Art**

Participating businesses (to date) include:

**Brown's Jewelers, Capipets, Flowers on the River, Jenni's Salon, Lloyds Carrot Cake, Skyview Wine & Spirits**

A portion of every gallery sale donated to charities helping underserved kids heal through art.  
We support Free Arts NYC, Creative Arts Workshops for Kids and Arts to Grow.

**Elisa Contemporary Art Gallery**

5622 Mosholu Avenue, Riverdale NY (near 256th/Library)

**Gallery Hours:** Friday/Saturday 10-6pm, and by appt.

**Extended hours:** March 23, 24, 30, 31 12-6pm & April 1 to 7:30 pm

**Opening:** March 18      **Special Reception:** April 1, 5:00-7:30 pm

For more information:

[www.ElisaContemporaryArt.com](http://www.ElisaContemporaryArt.com)    [Lisa@ElisaArt.com](mailto:Lisa@ElisaArt.com)    212.729.4974

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[www.ElisaContemporaryArt.com](http://www.ElisaContemporaryArt.com)

changing the world through art





6087 Broadway, Riverdale NY  
718.548.9020

[www.LloydsCarrotCake.com](http://www.LloydsCarrotCake.com)

15% Off Purchase with Coupon

OFFER VALID MARCH 18 - MARCH 31, 2011

Cannot be combined with any other discounted offer



5795 Tyndall, Riverdale NY  
718.548.0711

[www.FlowersOnTheRiver.net](http://www.FlowersOnTheRiver.net)

Bunch of Orange Tulips for \$10.00  
(regularly \$17.50)

OFFER VALID MARCH 18 - APRIL 23, 2011

Cannot be combined with any other discounted offer

## JENNI'S SALON

5624 Mosholu Avenue, Riverdale NY  
718.548.9020

15% Full Head or Half Head Highlights  
for any Blonde or Redhead with Coupon

OFFER VALID MARCH 18 - APRIL 16, 2011

## SKYVIEW wine & spirits

6681 Riverdale Avenue Riverdale NY  
718.601.8222

[www.SkyviewWine.com](http://www.SkyviewWine.com)

- Special: Veuve Clicquot Champagne Brut Yellow Label - \$39.95 (reg. \$46.99)
- Special: DeKuyper Triple Sec - \$9.95 bottle (reg. \$14.99)
- 10% off any "Orange" Liquor or Beverage

OFFER VALID MARCH 18 - APRIL 19, 2011

Cannot be combined with any other discounted offer



5797 Tyndall Ave • Riverdale • NY 10471  
718.432-8091  
[www.Capipets.com](http://www.Capipets.com)  
[Capipets@me.com](mailto:Capipets@me.com)

- Introductory offer of Orange Dog Advanced Care Eco Deodorizing Dog Shampoo. A new eco-safe, natural, effective deodorizing and conditioning bathing product line with long-lasting citrus orange scent.
- 20% off orange sweaters, coats, jackets, leashes, collars, harnesses and toys.
- 10% off grooming for all orange coat dogs or cats.
- We'll post pictures of your freshly groomed orange / sable / rust / tan pet online for a chance to win the "ORANGE PET OF THE MONTH" contest.

OFFER VALID MARCH 18 - APRIL 16, 2011

## Brown's Jewelry

5690 Riverdale Avenue  
Riverdale NY. 718.549.2730

Special pricing on  
Orange stone and gemstone Jewelry

Perfect time to start thinking about Mother's Day

OFFER VALID MARCH 18 - APRIL 16, 2011

Photos from the Orange! News Conferences  
Friday, March 18, 2011, 11 am & 2 pm  
Elisa Contemporary Art Gallery



